Davis Salt Mackerel

Especially during Lent, there’s the convenience, there’s the satisfaction and there’s the real meal enjoyment for you in this pill of good Davis mackerel in your house. These fat, tender, juicy fish are the pick of the catch—fill of the flavor that makes real mackerel lovers. Just pack your fish tight to your order—head and tail and all waste parts of each fish are removed. You get just net weight of the best mackerel you ever tasted.

Delivered price:
Per lb. tail 10-lb. tail 25-lb. tail
Small Mackerel $1.60 $3.00 $6.60
Large Mackerel $1.75 $3.50 $8.75
Extra Large Mackerel $1.90 $4.25 $9.40

Broiled Mackerel

Just try this same morning. Freshen a mackerel by allowing it to remain in a large quantity of fresh water, meat side down, from 12 to 24 hours, changing the water frequently. Then wipe it dry, and lay it on the griddle. Baste it with a little brown on the flesh side, and then turn and brown it on the other side. After broiling tightly with butter and pepper to suit the taste, serve flesh side up. Garnish. It may be served with white sauce if preferred.

Salt Codfish is an ideal Lenten Food

Sliced Codfish in Glass
Our regular codfish makes ideal to eat and is prepared so as to retain as much of the natural flavor and nutriment as possible. They are simmered and made in small quantities to give the best results.

Delivered price:
No. cans No. 1 cans
Large Mackerel $4.90 $4.50
Mackerel $2.50 $2.30
Codlets $1.85 $1.70
Codfish Fluff $2.90 $2.80

Codfish Fluff

Pure codfish, absolutely free from skin and bones, boneless, and prepared in a way not too dry. The best preparation for codfish fluff is 1 part of codfish to 3 parts of cream or milk.

Delivered price:
Per dozen cans
Codfish Fluff $4.50

Cod Flakes

The small, tenderly-fish-like pieces are also prepared in the same manner as the sliced codfish and are packed in glass or tin. This makes a perfect substitute for fresh fish.

Delivered price:
No. cans No. 1 cans
Codfish Flakes $1.25 $1.00

Canned Codfish

Ready-Mixed Codfish Caldois
A lean, flavorful breakfast in a jiffy is possible with our ready-mixed codfish. Pure codfish mixed with vegetables and seasonings it is an excellent breakfast dish.

Delivered price:
Per case
Codfish Flakes $10

Lenten Meals

Our regular codfish steaks sliced to order—head and tail and all waste parts of each fish are removed. You get just net weight of the best. A seafood treat for any meal.

Delivered price:
Per dozen cans
Small Mackerel $2.60
Medium Mackerel $2.90
Large Mackerel $3.45
Extra Large Mackerel $4.60

Delivered price:
Per dozen cans
Small Mackerel $0.25
Medium Mackerel $0.30
Large Mackerel $0.40
Extra Large Mackerel $0.60

Lobster Sandwich Filling

A Novelty in Seafood Dainties

This is a moist filling of delicious flavor made from the finely chopped meat, red eggs and sweet fatty parts of freshly boiled lobsters. As a spread for crackers or bread there’s nothing quite so tempting and good. To make a real lobster sandwich spread a crisp lettuce leaf with this lobster sandwich filling, add just a touch of mayonnaise and place between crackers—just the thing for dainty luncheons. Always have a few tins ready.

Delivered price:
Per dozen cans $0.15
Per can .35

Fresh Codfish

Caught by small boats that fish between the wharves actually alive and wriggling. There they are washed, cleaned, and the choice tender pieces without skin or bones packed immediately in parchment-lined tins. Just enough cooking is given them to insure keeping. The purity, wholesomeness, and fine flavor will appeal to you. Use this for any recipe calling for fresh codfish.

Delivered price:
No. 3/4 cans No. 1 cans
Per dozen cans $1.00 $1.25
Per can .10 .13

Lenten Specials

Special Lenten Offer! Just for the Lenten season we offer this pill of 18 of the smaller mackerel at a special price. They are late-caught fat fish, of excellent flavor, carefully cleaned with heads and tails removed, already to freshen and cook. One fish will serve two persons at less than ten cents per portion. A seafood treat for any meal.

only $3.45 delivered

Send at once. Offer holds for Lenten season only.

There’s no other taste just like the tangy, piquant flavor of Davis Finnian Haddie.

The very freshest of haddock are just lightly salted and delicately smoked; practically all the skin and bones removed, then packed in parchment-lined tins. Try it creamed on toast. You’ll agree it is one of the tastiest foods imaginable.

Delivered price:
Per dozen cans
Small Haddock $2.60
Large Haddock $4.50

Delivered price:
Per case
Lenten Meals $14.90

Frank E. Davis Fish Co.
Gloucester, Mass.
Special Assortments of Davis Fish
For Your Lenten Meals and Other Times as Well

**You'll find these Assortments seasonable and convenient**

I realize that most everyone wants a good supply of keepable fish on hand at this season. Fish is a healthful article of diet, just as substantial and nourishing as meat. And it does give variety to your menus. So I have made up these assortments to suit nearly everybody's needs. Every one gives you good value in salt water fish.

**Remember My Guarantee**

I say my fish are the best that come out of most folks' food needs on Sunday night. I can't completely fill your expectations. If they are not all this and more—in short, if they do not completely fill your expectations.

**Winter Salad Assortment**

Every so often you want a tempting salad, and to have the materials always at hand is a great convenience. Here are the five best salads for salad-making, freshly packed and ready to serve when removed from the can.

3 cans Fresh Lobster
3 cans Japanese Crabmeat
3 cans Smoked Boneless Herring
3 cans Red Alaska Salmon
5 cans Fancy Gulf Shrimps

15 Generous Packages

**Only** $6.95

Delivered

**Special $5.00 Assortment**

We put this up specially for the average family. It contains quite a variety of ocean fish, all freshly packed and of tempting flavor. It's a handy supply of keepable fish, that is ready to help out any meal-time emergency, and provide the necessary change in diet that only good fish can.

1 can Fresh Lobster
1 can New England Clam Chowder
1 can Finnan Haddie
1 can Fish Flakes
1 can Shrimps
1 can Ready-Mixed Codfish Cakes
1 can Tuna or Sardines

15 Generous Packages

**Only** $5.00

Delivered

**Cap'n Jim's Gloucester Salt Fish Selection**

When cold weather sets in, Gloucester fishing families stock up with a good supply of salt mackerel and codfish, against the ravages of winter appetites. These typical Gloucester fish will be just as welcome in your home. They're full of the tangy flavor of the sea and make delicious, economical meals. Salt Mackerel for broiling, baking or boiling; Salt Codfish Steaks for creamed codfish, codfish cakes, or old-fashioned codfish dinner; and Codfish Fluff already shredded for quickly prepared codfish cackes.

A Generous Supply

Pail of 18 tender Mackerel
5 lb. box of Salt Codfish Steaks
1 lb. box of Codfish Fluff

16 Generous Packages

**Only** $5.95

Delivered

**Thrift Assortment**

*Here's a money-saving opportunity*

Here are foods for everyday use that keep down the cost of eating, and yet are wholesome and nutritious. Every economical housewife will appreciate having so many good meals as this selection contains, at such a low cost.

3 lb. box Codlets
2 cans Fresh Fish Flakes
2 cans Smoked Boneless Herring
1 can Fish Flakes
1 can Finnan Haddie

16 Generous Packages

**Only** $3.50

Delivered

**Lenten Markdown on Codlets**

*1.25 value $1.00*

To introduce Codlets to more of my customers, I make this special offer—3 lb. box of codlets valued at $1.25 for $1.00. Codlets are small irregularly-shaped pieces that are trimmed from the codfish as it is cut into steaks. They contain just as much flavor and nutrient as the steaks themselves: free from bones and every ounce pure, wholesome codfish. Order this special box and save money.

**The Seafood Lovers' Assortment**

This selection provides families that like good fish with many delicious meals. It includes a large variety of salt-water fish, every one Davis quality and flavor, the finest that are produced. No worrying about "what to have" for a meal, with this splendid supply on hand.

**Special Offer—"Bakers Dozen" NEW ENGLAND CLAM CHOWDER**

A seashore treat at a low price

This cherished dish of the Down East seacoast housewife gives you something for variety—it adds a different yet always likeable flavor to your menu. Made as the Gloucester housewives make it, from clean, fat clams, with all their juice, choice potatoes, and other proper ingredients, it gives to inland folks especially that wholesome sea taste that sharpens and satisfies the appetite. Simply add a pint of milk to the contents of can, heat, and the chowder is ready to serve.—Special Lenten Package: 12 cans for the price of 11. Each can sufficient for 4 people.

**Only** $3.75

Delivered

**Beautify your Lenten table!**

Every well-set table requires good-looking butter spreaders. My Special Offer on butter spreaders last month holds good for a short time-more. Velvet-lined case absolutely FREE with each half dozen purchased. Only a few more left. Order yours now and be sure of your case.
Dear Customer:

Not for another year - not for twelve months will you have another chance to take advantage of the special Lenten Offers of seafoods shown on the enclosed folder. Yet because I feel there are many who meant to, but haven't given their families this treat of seafoods, I'm allowing all my customers this one chance before it's too late.

Hundreds have already availed themselves of the privilege of having a pail of 18 fat, tender, breakfast mackerel at the small price at which my special Lenten pail is offered. If there ever was a bargain in mackerel, here is one (see top of Page 1 in folder). Others are keeping my codfish department busy packing codlets at $1.00 for a regular $1.25 box. The special offer of a baker's dozen of New England Clam Chowder, the Thrift Assortment, the Winter Salad Assortment are all proving very popular, yet these are specials - they're for Lent only. With the real fish-eating season right before you, here is your opportunity to indulge your appetite for good fish at little cost.

Whether from the religious standpoint or from the standpoint of health and economy, more fish and less meat in the diet is good for anyone. I have tried to make it just as easy as possible for you to select what you want in the way of good fish from the enclosed folder. A simple way to order the assortments or specials is to cut out what you want, write your name and address on the blank space, pin your check to it and mail it to me.

From your past experience you know that you must be fully pleased with everything you get from me or your money will be cheerfully refunded. So - while the thought is right in your mind - before Old Man Procrastination gets in his work - why not let me start things moving. "Where's my pencil?"

Yours very truly,

Frank E. Davis, Pres.

FRANK E. DAVIS FISH COMPANY.

The original mail-order fish house - the only concern in Gloucester selling fish exclusively direct to the consumer.