

**Salt Mackerel**  
CODFISH, FRESH LOBSTER

Right From the Fishing Boats to You



FAMILIES who are fond of FISH can be supplied DIRECT from GLOUCESTER, MASS., by the FRANK E. DAVIS COMPANY, with newly caught KEEPABLE OCEAN FISH, choicer than any inland dealer could possibly furnish.

We sell ONLY TO THE CONSUMER DIRECT, sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters simply are boiled and packed in PARCHMENT-LINED CANS. They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself.

FRIED CLAMS is a reliable, hearty dish that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRABMEAT for Newburg or deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. Write for it. Our list tells how each kind of fish is put up with the delivered price so you can choose just what you will enjoy most. Send the Frank E. Davis Co. coupon for it now.

49 Central Wharf, Gloucester, Mass.  
Please send me your latest Fish Price List.  
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**Why Teeth Lose Their Glitter**

All Statements Approved by High Dental Authorities



**You Leave the Film**

Why do well-brushed teeth discolor and decay? Why does tartar form? Why does pyorrhea start? Millions of people are asking these questions, and the answer is this: A slimy film constantly forms on your teeth. It clings to the teeth, it gets into crevices, hardens and stays, and your brushing doesn't remove it. And most tooth troubles are due to that film. That film is what discolors—not your teeth. It hardens into tartar. It holds food which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea, and many internal troubles are due to them. These facts have been known for years. But dental science found no way to effectively combat the film. A vigorous dental cleaning from time to time was needed to remove it. Now a way has been found to combat it. That way is embodied in a dentifrice called Pepsodent. You can prove it, as thousands have, by a simple test. This is to urge that you do it.

**See the Difference**

Pepsodent is based on pepsin, the digestant of albumin. The film is albuminous matter. The object is to dissolve the film, then to constantly prevent its accumulation. Ordinary pepsin will not serve. It must be activated, and the usual agent is an acid, harmful to the teeth. But science has now found a harmless activating method. Five governments have already granted patents. That method, employed in Pepsodent, makes teeth-cleaning vastly more effective. Able authorities have made clinical tests of Pepsodent. In thousands of cases they have watched its efficiency. Now we are urging all people to prove it in their homes. It means results you do not get without it, and they are all-important. Send the coupon with 10 cents for a special tube. Use it like any tooth paste. Note how clean your teeth feel after using. Mark the absence of the slimy film. See how teeth whiten as the fixed film disappears. That film is your teeth's chief enemy. This test will show you that you can combat it. Then you will always clean your teeth, we think, in this scientific way. Cut out the coupon now.

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