

**SALT MACKEREL,
CODFISH, FRESH LOBSTER**

FOR THE CONSUMER NOT THE DEALER



FOR YOUR OWN TABLE

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

We sell ONLY TO THE CONSUMER DIRECT sending by EXPRESS RIGHT TO YOUR HOME. We PREPAY east of Kansas on orders above \$3.00. Our fish are pure, appetizing and economical and we want YOU to try some, payment subject to your approval.

SALT MACKEREL, the 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 and boneless and ready for instant use. It makes a substantial meal, a fine change from meat at much lower cost.

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

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

FRESH MACKEREL, perfect for a fried fish, SHRIMP to cream on toast, CRABMEAT for Newburg and 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 here and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all of our fish products.

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 coupon for it now.

FRANK E. DAVIS FISH CO.
31 Central Wharf, Gloucester, Mass.
Please send me latest Fish Price List
Name _____
City _____ State _____

**~ A REALLY
CONVENIENT KITCHEN**

THE Ideal Kitchen is not large, but seems commodious compared with the average apartment kitchenette. We have arranged this room so that all the groceries received in their raw state, are placed near the door on one side where they can be put away with dispatch. On the other side of the room near the large triple window is the gas range and underneath the window sill is the white sink and draining board, in direct line with it.

We strongly advise the use of a tall stool that may be pushed under the table or sink when not in use. This often rests an aching back or weary feet, is easier to work from than a chair and takes up less room. Besides this stool have a plain chair of the most comfortable type you can procure. Your table might be one of the newer kinds with a porcelain enameled top, a finish as lasting as can be made, and easier to clean than enameled cloth, and infinitely more sanitary. The first cost may be greater, but the saving in the end makes them well worth while.

OIL your maple flooring with two coats of linseed oil, treat the counter boards in the same manner and have all the other woodwork finished with spar varnish. We have specified this marine varnish for the Ideal Home as being a satisfactory and well-lasting finish, not affected by water splashing, cheerful and clean.

The gas range is fitted with a roasting and a baking oven with a glass door and a thermometer to show the degrees of heat, a warming shelf for dishes, and four burners for cooking. The ventilating pipe overhead carries off all cooking odors. With this gas range there need be no lugging coal up from the cellar, no grime and dusty ashes, and in the summer days no coal range throwing off a great volume of heat.

An almost indispensable addition to the Ideal Kitchen of today is a fireless cooker. Possibly no other kitchen device of recent times has done as much to lighten the kitchen work and lessen fuel bills. These ingenious contrivances enable the busy housewife or the servant to bring all the meats, vegetables, etc., for the dinner to the proper heat on the stove or gas range and then let them "cook" themselves with their own heat in the fireless cooker, with no need of any further attention or heating until the family is ready to sit down to the table.

The hot water heater in the laundry furnishes hot water for all the house; at any time it is instantly on tap.

The triple windows give a splendid light, helped out by the panes of glass in the door. We have hung sash curtains of hemmed cheese-cloth of fine quality that may be whipped off and washed regularly.

HAVE everything about your kitchen in keeping with the sanitary fixtures, of materials that can easily be kept clean. It is a mistaken idea that white is more trouble to keep clean because it shows every mark so clearly. When white is clean, you may be sure of it, while dun-colored things go uncleaned for days and take finally more labor and time to restore to freshness than would be expended in the slight daily wiping of white utensils.

Electricity is a great labor saver. Try it! The electric iron is a vast improvement on the old stove heated kind. Ready as it is in an instant, moved about from one room to another, clean, and kept easily at a constant heat, its practicability is obvious.

The laundry tubs are located in the cellar room so that washing may go on without interfering with meal getting. A laundry stove can be set up there and attached to the chimney flue.

The Ideal Home \$2741
Built by the ALADDIN System Complete



Built of the finest Michigan Timber

You can own this beautiful home, exactly following the plans illustrated and described in detail in this magazine, securing all the material, lumber, millwork, hardware, paint, plaster, nails, varnishes for the complete house itself for \$2741 or \$2984, including garages, tea house, pergola, trellis, gates, etc. By special arrangement with this magazine we have added the Ideal Home to our large number of dwellings, bungalows and cottages.

ALADDIN System Saves 1/3 to 1/2 Cost

The Aladdin system of selling direct from the forest to the home builder saves all the usual middlemen's profits. The Aladdin System of construction—Readi-Cut—(same as steel building construction) cuts half the usual labor bill. Every piece of material cut to fit in our mills, marked and numbered and ready for erection.



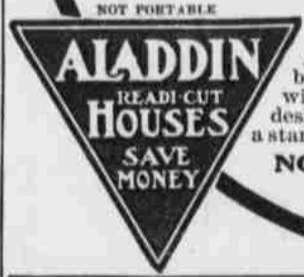
5 Rooms \$298



7 Rooms \$797

ALADDIN Houses Not Portable

Don't confuse the Aladdin System with the portable system. Every detail in the design, material and construction of an Aladdin house is identical to the best custom of first class architects and contractors. Aladdin houses are built for a lifetime. Eight years' success. Ask for address of nearest Aladdin house in your neighborhood. Go and see it. Talk with owner. Our big book of designs mailed upon request for a stamp. Send today for catalog E.



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