

**The more they eat the more they want : fishmongers, start a 6d counter /
British Trawlers' Federation Ltd.**

Contributors

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The more they eat the more they want

Fishmongers

Start a 6d counter



A New public is now buying fish. Only able to pay a few pence a lb. at present, but willing to leave the kind to the fishmonger.

ATTRACT THESE NEW CONSUMERS
Take regularly (and sell fresh daily) a mixed package of — SAITHE, LING, GURNET, BREAM, MONKFISH, SMALL HADDOCKS, WHITING & CODLING, SMALL PLAICE & OTHER FLAT FISH

Mark them at a few pence a lb. and attract a public that has been doing without fish because of its price. Remember, the more fish people eat the more they want it. The habit grows.

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