

They Thought I Was Crazy To Ship LIVE MAINE LOBSTERS

As Far As 1,800 Miles From The Ocean

BUT I HAVE ALREADY SHIPPED 18,685 OF THEM AND MY CUSTOMERS ARE DELIGHTED!



WHEN I began talking about shipping live Maine lobsters direct to the homes of seafood lovers all over the country—many of my friends here shook their heads. Veteran lobstermen told me I was crazy. Whoever heard of selling live lobsters by mail? How could they be shipped?

What condition would they be in on arrival? And so on. Objection after objection. For generations lobsters had been sold only through the traditional channels of trade—from lobsterman to distributor to wholesaler to retailer to consumer. Me and my new-fangled notions! Down Easterners, of course, are strong for tradition. As a matter of fact, I am, too, but I also believe in Yankee ingenuity.

So I got a job in a lobster plant where I studied packing and shipping methods at first hand. I knew that Maine lobsters are the best eating in the world—a prize delicacy. Folks are hungry for them, drooling for them. But, lots of places, you can't even buy a Maine lobster. In my spare time, I experimented and surprised inland friends by shipping them buckets of live lobsters.

I had my answer in the enthusiastic letters that began to pour in; "lobsters arrived in fine condition, alive and kicking" . . . "best lobsters I ever tasted; real, fresh-from-the-ocean flavor" . . . "a rare treat; just like a New England shore dinner" . . . "what a feast we had! The lobsters were so tender and delicate they seemed to melt in the mouth." My friends told their friends. The news traveled. Newspapers and magazines picked up the story. Famous food editors wrote mouth-watering columns about my delectable Maine lobsters—shipped *alive*. Clementine Paddleford called them "Lobsters DeLuxe."

I started to advertise, using a modest little one inch announcement. It brought a rush of orders. Somebody said, "Why not run a big ad?" Well, as you see, I have finally got up courage to do it. Here I am, splurging with a full page!

I'd like to tell you about my new way of shipping live Maine lobsters straight from the ocean to your home—how my unique method delivers the pick of the lobster traps at your door in prime condition—lively, frisky and healthy, with that special, sea-fresh flavor preserved at its incomparable best.

Why My Lobsters Have Real, Fresh-from-the-Ocean Flavor

Here's how my "crazy idea" works: You write and tell me the date you plan to have your lobster feast. I select your lobsters fresh from the cold Maine waters. I pick the plump, solid ones, about a pound and an eighth in weight, the best eating size, when the meat is at its tender, delicate best. I pack these choice lobsters between layers of rockweed in my Ready-to-Cook metal container. Then I put the container in a pine cask, pack it with ice and rush it to you by 1st class Railway Express, with re-icing en route if needed. Your lobsters arrive on schedule for the royal banquet. You have only to punch a few holes in the container lid, pour in a quart of salted water and put the container on the fire—all without even touching the lobsters. Wait till steam starts, then cook for 15 minutes longer and take off the lid.

There are your lobsters, done to a gorgeous scarlet, steam-cooked to perfection in real Down-East clambake style. Good? They're heavenly. You've never tasted better lobsters. The tang of the sea is in each luscious morsel. They're a gourmet's dream come true.

I Guarantee Live Delivery Within 1,800 Miles—For Date You Name

If you are hungering for your fill of delicious Maine lobsters, with real, fresh-from-the-ocean flavor—if you want to surprise and delight your friends with a really unusual Shore Dinner, a Down-East clambake or barbecue—then you will want to join my epicurean circle. Select the order you want from panel at right.

Many like the combination of lobsters and steamer clams. The tasty, succulent clams steam right in the same cooking container with the lobsters. Served with melted butter, they're an appetizing delight—just the thing to get your dinner off to a perfect start.

Mail the coupon or write, letting me know the date set for your feast. I guarantee to deliver your lobsters (with clams, if wanted) in time and ALIVE, anywhere within 1,800 miles—or your money back. But please order at once, so I can schedule your shipment. Allow a week between your mailing and my shipping. Enclose check or money order for price quoted: express charges are collect—they'll be about the same for every size feast. Plan now to thrill your family and friends with the finest eating in the world! Share an order with your neighbors—the cost is low for such a sumptuous feast of delectable Maine lobsters.—Ed Myers, *The Lobster Man*.

NOTE: if you want more information before ordering ask for my descriptive free folder. Perhaps you'll also want to know about Gift Certificates for friends and business contacts.

The Best Eating in All the World!



Take Your Pick of These Seafood Feasts

1. **EIGHT LIVE LOBSTERS
HALF PECK STEAMER CLAMS**
A real Down East Clambake with a generous supply of succulent, melt-in-the-mouth steamer clams to start the feast. Clams and lobsters are packed together, ready to cook together, right in metal container. **\$14.95**
2. **SIXTEEN LIVE LOBSTERS
FULL PECK STEAMER CLAMS**
The "full treatment" container for a sumptuous Down East Clambake. Enough luscious clams and lobsters for a memorable party that will crown you King of Hosts. **\$23.50**
3. **TEN LIVE LOBSTERS**
Eat your fill of delectable Maine Lobsters, hot one day, cold the next—or delight your friends with a lobster dinner or barbecue—or share an order with neighbors. **\$14.95**
4. **TWENTY LIVE LOBSTERS**
A magnificent abundance of lobsters for a regal party or to share with friends. Each lobster over a pound in weight, the tenderest, most delicate eating there is! **\$23.50**

Complete cooking instructions with every shipment; also, "How to Eat a Maine Lobster."

Ed Myers, Saltwater Farm, Lobster Cove
Damariscotta, Maine

Please send me the Seafood Feast checked below, express charges collect, to be delivered by (date) You guarantee live delivery within 1800 miles for date specified or my money back. Amount enclosed \$

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| <input type="checkbox"/> 1. Eight Live Lobsters, and Half Peck Steamer Clams, \$14.95 | <input type="checkbox"/> 2. Sixteen Live Lobsters, and Full Peck Steamer Clams, \$23.50 |
| <input type="checkbox"/> 3. Ten Live Lobsters, \$14.95 | <input type="checkbox"/> 4. Twenty Live Lobsters, \$23.50 |

Name
Address
City & Zone State
 Check here if you want descriptive folder only
 Check here if you want information about Gift Certificates

SALTWATER FARM Lobster Cove
Damariscotta, Maine