

*Reduced, facsimile of a circular sent to Retail Fruit Merchants.*

ELDERS & FYFFES LTD., 31-32, BOW ST. LONDON, W.C.2



**Eat  
ripe  
bananas**

Only in a fully ripe one can you get that perfect flavour which makes the bananas so good for you. How can you be sure it's ripe? see that its golden yellow skin has no green on the tip, or easier still—ask for and see that you get Fyffes' Bananas.

Over thirty years' experience is behind Fyffes' Bananas.

Over thirty years to build up Fyffes' organisation, with its own line of special ships and inland transport bringing the bananas direct to the special ripening rooms of the leading wholesalers. Fyffes' has all that experience. And this experience is necessary to bring you the perfect banana, so ask for

**FYFFES'**  
**BANANAS**  
THE ALL-FOOD FRUIT

MADE IN A FYFFES LAB.

Above is reproduced (two-thirds actual size) one of our advertisements appearing in newspapers with a total circulation of more than

32,000,000 readers.

May, 1929.

To Retail Fruit Merchants.

Dear Sir (or Madam),

Fyffes' Bananas.

Just in the same way as our Retail Contact Service was introduced to encourage and develop your banana trade, advertisements similar to the specimen shown alongside are now being inserted in every important National and Provincial newspaper with the main object of popularising Fyffes' Bananas.

A new Fyffes' Banana poster is available and we repeat that our Service Department is always ready to advise and help you in display matters.

A postcard will receive immediate attention.

Yours truly,

ELDERS & FYFFES, Limited.