

Your Opportunity

This season affords an opportunity to the retailer which should be taken full advantage of. The price of oysters has of necessity experienced an increase which in turn will make a higher price by the retailer necessary. When this change has to be made—why not put the price high enough to enable your being honest with yourself by cutting out the very regrettable practice of watering oysters.

It is true that many dealers do not water their oysters, but it is equally true that a sufficient number persist in this practice, so that the man who is putting out stock solid, is compelled to continually explain why his price is higher than a competitor.

We are anxious that our trade get on the higher plane. You cannot hope nor can we hope to do all the business, and unfortunately the business that is getting away frequently looks large, though the contrary is the case.

There has always been cheap oysters and there always will be. The same applies to methods. We do not pose as a cheap house. In fact, it is something that we would be ashamed to plead guilty of; there are too many cheap houses now. If the consumption of oysters is to be increased, it must be accomplished through quality.

Remember, that a cheap house never built up an oyster business of any proportions. The volume of oyster business depends too largely on the appeal to the palate. There is a market for cheap oysters put out in the cheap way, but it is wisdom to let the other fellow have that business. Do not permit a cheap competitor to lower your standard.

As an exclusive oyster house we probably are more sincere in our interests for the well-being of this line and much better informed than firms whose attention is divided.

CONNECTICUT OYSTER COMPANY, LTD.

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST. TORONTO, CAN.
