

“Meatless Days are Oyster Days”

You are facing a situation entirely different this season from anything that you have previously experienced in the oyster business. The situation should be viewed in the light of conditions that apply to food products as a whole.

The cost of producing oysters is about 90% labor. Oysters come from the Atlantic Coast, and the Atlantic Coast is one great munition centre. Common labor around oyster houses that received \$2.50 a day last spring, on the 1st of August was receiving \$5.25 a day, and they have since struck for more money. This is the commonest kind of common labor.

The openers will receive 30c a gallon instead of 20c. Soft coal for boats that did cost \$3.15 is now considerably above \$8.00. An oyster boat that was pulled in for overhauling at an estimated expense of not exceeding \$2,500, which estimate made allowance for increases as compared with other years, would not be touched by the shipbuilders at any definite price and they suggested that the expense would be \$6,000. If you didn't like that situation they would very kindly put your boat overboard, and you could take it elsewhere, but there was no relief. Tin cans have more than doubled, freight rates are higher, ice on the Atlantic Coast is nearly double, so that it is unreasonable to presume that oysters can get by without a substantial increase.

Your price will have to be advanced, but with the high cost of other food products, oysters are still an economy when served fried, scalloped or stewed. We suggest that the Ontario retailer sell his oysters dry measure and get 60c a pint.

Six fried oysters for each member of the family is considerably less than half their meat expense, at least as satisfying, and much more appetizing. “Meatless Days” should be “Oyster Days,” both as a matter of convenience and economy.

With the higher prices prevailing, the consumer will be more skeptical, and quality will be absolutely necessary. Some of the trade bought a little cheap stuff last season, but believe they suffered sufficiently for their sins. To sacrifice quality and condition in a perishable product is an extravagance. You could more profitably cut out the handling of the product. Your favors will receive dependable service.

CONNECTICUT OYSTER COMPANY, LIMITED

“Canada's Exclusive Oyster House”

50 JARVIS ST., TORONTO, CANADA