

FEATURING — WARRANTY ON FOODS

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, NOVEMBER 5, 1915

No. 45

## IMPORTANT

- (1) Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price, but in the full quantity.
- (2) Oysters to which no water is added, aside from better quantity value, also have better flavor, more nutriment, more food value, more appeal to the consumer, more selling pull.
- (3) If you can induce your customer to use oysters twice a week instead of once, YOU DOUBLE YOUR SALES.
- (4) Keep your oysters in receptacles that are scrupulously clean and keep them surrounded with crushed ice. Do not depend merely on the cold air of a refrigerator.
- (5) We are exclusively oyster people, devoting our entire time and attention to this one thing we know best, which insures you a quality and efficiency that is unreasonable to expect from a house not dealing exclusively in oysters.

---

### Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada