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SATISFACTION

The point to be considered is whether the satisfaction you are giving your Trade is equal to the satisfaction being realized by the patrons of your competitor.

To give your patrons the utmost satisfaction the first essential is that you obtain products that will ensure this result. Maximum satisfaction cannot be obtained from the "Just as Good" variety. It must be the best.

"Just as Good" will not accomplish our purpose. We are Specialists in this line, and being such must necessarily show some advantage over the man who is handling oysters with other lines. Otherwise there is nothing to justify our existence.

Large stock is scarce this season. Many Growers have not opened their Houses, and others who are open now that will be closed before the first of January on account of scarcity of marketable stock.

There is going to be a squeeze this season and it is to the advantage of every Retailer to associate himself with a House that has the maximum of efficiency. Evidently this maximum of efficiency will be put to the test to deliver oysters of quality after the holidays.

When this squeeze comes undivided attention will be necessary in this line. The character of our organization is such that we can supply you in the pinches so long as it is a human possibility for oysters to be obtained.

Remember we are the only people in Canada who have a Display Case that is worthy of the room it takes up. It will lend character to your place.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada