

# CANADIAN GROCER

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## Co-Operative

Our policy this season will be a little more progressive than anything we have done previously. In addition to giving you a quality of stock, a standard of service and a measure of reliability to be obtained only from exclusive houses, we will furnish you with the material for a very effective campaign. The benefit you will derive will depend entirely on the effort you expend.

In connection with our campaign there will be no expense to our trade, as we expect the returns from increased consumption will be ample reward for the expense we will go to. We, however, will of necessity confine the supplying of this material to our own trade. Details of the campaign will be forwarded in ample time, and only such dealers will be supplied who express their willingness to use the material forwarded. It will be too expensive to distribute promiscuously.

We are extremely anxious that our trade raise the standard of quality by absolutely eliminating the use of water, and to increase their price sufficiently to make this procedure proper. There are some dealers who do not water their oysters, but it is a regrettable fact that the practice still continues in a great many instances. Oysters are not a necessity, and how often the consumer purchases them depends entirely on the satisfaction experienced when eating them. Oysters are a little late in maturing this season, but by the time the campaign is on they will be at their best.

**Connecticut Oyster Co., Limited**

*"Canada's Exclusive Oyster House"*

**50 Jarvis Street, - - Toronto, Canada**