

FEATURING—CURTAILING OF STREET SELLING

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SPECIALISTS

Do you buy oysters from just any one who happens along or do you look into their ability to serve you with the efficiency essential in a particularly perishable line?

You need oysters most when they are hardest to obtain, that is in the severe cold weather. Do you expect that a house whose interest in the oyster business is necessarily secondary can possibly render the efficiency that could be obtained from a house dealing exclusively in oysters?

There is not in Canada to-day a house treating oysters as a side line that can supply you with a display case that will really lend character to your store. Either "Coast Sealed" or "Seal-shipt" oysters stand for more with the consuming public than all other brands in Canada combined.

If you just want any kind of oysters you probably can be satisfied elsewhere, but if you really mean what you say when you advertise to your trade that you carry the best, let us hear from you.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 JARVIS STREET

TORONTO, ONT.