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Meatless Days are Oyster Days

Your opportunities, for turning to account the progressive reputation of your offering the trade seasonable products as early as practicable, are dependent on your own initiative.

The long period of non-supply in itself lends a zest to a proper announcement to your trade that you will have oysters at a certain time.

The power of suggestion is incalculable, and the manner in which your trade is informed of your first week has a very material influence on your oyster business throughout the season. It should not be left to the consumer to discover that you have oysters.

We are up against approximately a 60% supply. With this scarcity of stock there is no likelihood of a reduction in price, and with this situation when you find low prices, it is safe to say there is some good reason for it, and your handling them will not be to your advantage.

Oysters are not a necessity, but they are an economical substitute for meats, and we particularly urge suggesting to the consumer how inexpensive fried oysters are as compared with meats. They are easily prepared and very palatable.

We do not pose as a cheap house. We realize full well that lower prices than ours are obtainable. We contend, however, that we deliver more value for every dollar we receive. We ship nothing but Northern grown oysters, and we ship more Northern grown opened oysters than all other jobbers in Canada combined. If this is true, and we are not a cheap house, it must necessarily follow that we have something. How often the consumer uses oysters depends entirely on the satisfaction experienced in eating them. Quality and condition are the first essentials.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street

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TORONTO, CANADA