

FEATURING — CANADA'S WAR SUPPLIES

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE : TORONTO, OCTOBER 15, 1915

No. 42

OYSTERS

Oysters if sold to the consumer by dry measure, mean that every particle is usable and edible and absolutely without waste.

WHEN THIS BECOMES KNOWN, THE CONSUMER WILL READILY RECOGNIZE THE MERIT OF OYSTERS AND WILL BUY THEM WITH THE REGULARITY WITH WHICH THEY NOW DO OTHER STAPLE FOODS and the volume of sales will grow apace and Oysters will become a "LEADER" among your lines.

Educate your consumer customer to the fact that VALUE in oysters lies not in the lowest price but in the full quantity.

Think about these opportunities. Buy your oysters right—keep them right—sell them right.

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