

“Meatless Days are Oyster Days”

You will agree that when it comes to a substitute for meat there is not a food product that lends itself so readily and generally to the situation as oysters.

In the first place, from a purely economical point of view, Fried Oysters make an inexpensive meat substitute. A half dozen will satisfy the average person and they supply more nourishment than meat or any other heat substitute. Escalloped Oysters are also a very tasty dish and economically prepared. Most people think of oysters as being stewed and it would be wise for you to emphasize the merits of Fried and Escalloped, they will make you many friends.

We urge the advisability of selling your oysters dry measure and getting a price that will afford your doing so. If you are going to urge the use of oysters it will be highly essential that you have a purely quality proposition to offer.

The higher prices and scarcity of supply afford an opportunity for the marketing of stock that under ordinary circumstances would be considered very questionable. You may well be suspicious of stock offered at cut prices, for with this scarcity of supply, you will probably find that there is a very substantial reason for the lower price on the “Just as good” variety. Be sure you have quality and condition of stock to back up your recommendations.

A difference of 5c a pint in your price is no compensation for inferiority. To obtain repeat business of substantial proportions you must merit it.

CONNECTICUT OYSTER COMPANY, LIMITED

“Canada’s Exclusive Oyster House”

50 JARVIS STREET,

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TORONTO, CANADA