

FEATURING FALL FISH SELLING

CANADIAN GROCER

Member of the Associated Business Papers --- Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, OCTOBER 11, 1918

No. 41

A Food Not Exportable

OYSTERS are not a necessity; how often the consumer will purchase them depends entirely on the satisfaction experienced when eating them. This fact makes it essential that you handle the very best product obtainable.

You realize that good service under existing conditions is not easily maintained. The oyster industry this season will be subjected to the severest test in its history. We devote our entire time and attention to this one line and its requisites. In the past we have been able to supply oysters when anybody could, and in many instances when others could not. It is necessary that you line up with a source of supply that has a capable organization as regards this particular line.

Inventors have not yet developed a machine to open oysters. Every oyster is opened by hand, and it requires a great deal of practice to become expert in the opening of oysters. The U.S. military drafts have fallen heavily on this class of help, with the result that this labor is in a very arbitrary position.

There is only a nominal increase in price over the opening of last season, and if the labor situation does not become too serious, we hope there will be no further advances. It is purely a question of labor.

Many of the opening houses are not operating this season owing to scarcity of stock. We, however, are assured of sufficient supply to take care of our trade.

The U.S. authorities have thought well enough of the oyster as a food to issue a bulletin contending it to be a patriotic duty to eat oysters. A copy of this bulletin appears on the back cover of this issue.

CONNECTICUT OYSTER CO., LTD.

"Canada's Oyster House"

50 Jarvis Street

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Toronto, Canada

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.