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“Meatless Days are Oyster Days”

Meatless days have created an opportunity for the oyster which has been taken full advantage of by a few with results that have been very gratifying.

It is advantageous that the mind of the consumer be disabused of the idea that oysters can be served only as a stew or soup without a lot of fussing.

There has probably been no time that the power of suggestion has been afforded the latitude that it now enjoys, and suggestion, intelligently directed, has an impelling force that is difficult to calculate.

The housewife is at a loss to know what to turn to, that has a semblance of economy. Six fried oysters will satisfy the average person as their meat portion and they should run at least thirty-five to the pint.

In addition to their having a nutritive value, they are palatable and afford a pleasing change. Scalloped oysters, also, make an economical meal and are very tasty.

Do not overlook the power of suggestion.

The early season showed a considerable shrinkage in volume as compared with a year ago. Since October 15th there has been a substantial improvement to which meatless days have been a contributing factor. Quality and condition of stock are the first essentials, without these your efforts will largely represent a waste.

To obtain satisfactory results we must merit them.

Connecticut Oyster Company, Limited

“Canada’s Exclusive Oyster House”

50 Jarvis Street

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TORONTO, CANADA