

EXHIBITION NUMBER

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## Palatable Economy

Official Washington is authority for the statement that oysters are the only food that have not advanced in price since the beginning of the war. This statement applies to Canada with the exception of the advance made necessary by the War Tax of  $7\frac{1}{2}\%$ , which went into effect Feb. 22nd, 1915.

In addition to there being no advance in the price of oysters, so far as the producer is concerned, there is this to recommend them: that the percentage of solids the present season will exceed that of previous seasons by from 10 to 18%. In other words, the retailer will receive a product with greater nutritive qualities without an additional advance, excepting that incurred by the War Tax. There will be no advance in price over that prevailing at the close of last season.

There has been a long period of non-supply, which lends to the return of a seasonable product a zest particularly appealing to the discriminating taste. The fact that the consumer can use this very palatable food with economy should contribute materially to increased consumption the present season.

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 which is unreasonable for you to expect from a house not dealing exclusively in oysters.

**Connecticut Oyster Company**

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada