

A Palatable Economy

Conditions in all lines of food products at this time lends itself admirably to the increased consumption of oysters.

In the first place most all food products are not only high but scarce. This particularly applies to meats and fish, not only the fresh product but the canned and cured.

The price of oysters has increased but not correspondingly with other products and with the exercise of a little progressiveness your volume of oyster business will increase and, in increasing your turnover, afford your purchasing more frequently, enabling you to supply fresher oysters which will contribute substantially to your prestige in the community if stock is properly handled.

The population of this Continent has shown a remarkable increase but the consumption of oysters has not increased in proportion. This fact is due to the methods employed.

For generations the accepted method has been to establish your price first—then water your oysters sufficiently to earn a profit. The result is that the consumer has come to regard oysters as a pretty sloppy proposition. Under such circumstances they appeal neither to the eye, the palate nor the intellect.

We have been harnessed too strongly to tradition and in this particular the ties of precedent must be broken and the product handled in a manner more conducive to its being accepted by the consumer in his regular diet.

Some dealers are striving hard to accomplish this but unfortunately many others are clinging to the old practice.

If another product is advanced in price the dealers' price is increased accordingly and we see no sane reason why the same treatment should not be accorded the oyster. Oysters are not only an economy—they are a palatable food.

CONNECTICUT OYSTER COMPANY, LTD.

"CANADA'S EXCLUSIVE OYSTER HOUSE"

50 JARVIS ST., TORONTO, CAN.