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Greetings

WE embrace this opportunity of extending to our patrons the Season's greetings and our sincere Best Wishes for the New Year.

The year just closing to a considerable extent has marked a departure from the very regrettable practice of price-cutting. In some instances the situation is not much changed, but in the main the improvement is substantial.

Price cutting is pleading guilty to a weakness. If it meant lower cost to the consumer it might have some virtue, but in this line it represents a lower standard of service and quality.

Let there be a New Year's resolution to get oysters to the consumer in the best possible condition and get a price that will afford your doing so with a legitimate profit. Let the competition be on service and constructive work.

Do not overlook the opportunities the remaining winter months afford for oyster suppers and home gatherings.

The Connecticut Oyster Co., Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street

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Toronto, Ontario

