

THIS IS THE 1,302nd ISSUE OF

CANADIAN GROCER

PUBLISHED WEEK

THE MACLEAN PUBLISHING

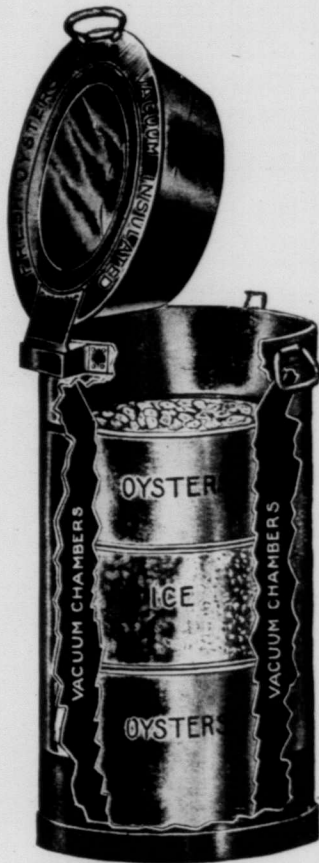
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TORONTO, ONT.

Vol. XXVI.

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1912

No. 47

Imposing Factors



¶ The advantage of standing on the "Runways" of the little things is not as a rule fully appreciated. In this enlightened age it is advantageous that the merchant be reasonably familiar with his wares. You can no longer stampede your customer; they have to be shown, and temporary impressions must be avoided for impressions that are more lasting. A little counsel with proper grace is very effective.

¶ The average housewife makes an oyster stew by putting the oysters in the milk when cold; instead, she should bring the milk to a simmer, then put the oysters in; allow the contents to simmer for a few minutes, then serve while hot. Butter and other seasoning can be added to suit the taste. This is one of a hundred little pointers contained in a booklet gotten out by the "Oyster Growers' and Dealers' Association of North America," of which we are members.

¶ The first thousand books cost \$200.00 for art, decoration, electrotype, etc., or 20c each. It gives practical and scientific information on oyster propagation and culture as well as the food values of oysters as compared with other food products, also one hundred tried recipes. The scientific end is from such men as Professor Julius Nelson and Professor Frederick P. Gorham, men who stand high in their profession and men who mix the practical with the theoretical and thereby ride an even keel.

¶ November is to Oysters what June is to butter; they are in their prime now. The satisfaction your trade experience and the volume of business you do, depends largely on the quality of oysters you obtain and you should also not overlook the matter of service. We can assure you of all these.

The Connecticut Oyster Co.

The only exclusive oyster house in Canada

50 Jarvis Street

TORONTO, ONT.



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.