

FEATURING—FISH AND OYSTERS

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OYSTER WEEK

November 6-11

If proper returns are to be realized from OYSTER WEEK, it is absolutely essential that the highest standard of quality possible be maintained.

The watering of oysters is not only legally and morally wrong. It is a commercial error, for the price is lowered accordingly, so the practice contributes nothing to your coffers. It robs the product of the best of its flavor, and deters the consumption. If the watering is eliminated the opposite effect will be experienced.

The retail price must be increased if a dry measure is to be sold. There is no place in Ontario, that the best Northern grown stock should be sold for less than 40c the pint, and a pint of oysters is ample for a family of six to make a meal of, if fried, stewed, or escalloped.

True, the added price will cause some discussion with the first purchase, but if the added efficiency is reasonably explained, the discussion is ended for all time, and the sale contributes a permanent benefit. The first purchase is determined largely by the eye, but the frequency of future purchases is dictated absolutely by the palate. This is not simply an opinion. We have gone into the matter thoroughly, and demonstrated the truth of this statement. It is increased consumption we are after, and we are willing to take our chances if we can get the product to the consumer in the best possible condition.

Be consistent, and handle only the best. If you find better oysters than ours buy them, even though you pay more for them, if they are better they are worth more. Remember enthusiasm is a real selling force, and it is born of confidence.

Description of window-trim for OYSTER WEEK appears on the back cover of this issue.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada