

THIS IS THE 1,352nd ISSUE OF

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.  
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII.

PUBLICATION OFFICE: TORONTO, NOVEMBER 7, 1913

No. 45

## Medicine Man *VERSUS* Specialists

In days gone by the masses permitted the medicine man to administer to them from the same bottle whether their case was one of measles or falling hair. It was a convenient thing to be able to go to the same bottle regardless of what your physical needs might be. That day, however, is pretty much in the past. If we have a trouble we go to a man who is a specialist for that particular trouble because we find that such action is necessary to obtain the most beneficial results.

In commerce the same thing applies, and the man who deals in general lines still has a certain following, but merchants realize more and more every day that the demands of the Public are too exacting for them to rely on concerns dealing in a variety of lines.

They realize they must go to the man who specializes in order to obtain the maximum results.

It is not a question whether you are making money. The question is are you obtaining maximum results? Can your present situation be improved?

Not only in order to progress but in order to hold your own the necessity of the maximum of efficiency is absolute. The standard of living has advanced and in proportion the demands of the consuming Public have become more exacting.

We are an "Exclusive Oyster House" and the only one in Canada. Our entire time and attention is confined to oysters and their requisites, such as Display cases and Paper pails. Anything pertaining to the handling of oysters we can supply.

We are the only people in Canada who have a Display case that will harmonize with modern fixtures. It is impossible for a commercial house to specialize properly on more than one item of commerce.

A postal will bring our proposition on both SEALSHIPT or COAST SEALED Oysters.

## Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street

Toronto, Canada

(See page 43)