

RESULT ?

At the time of writing this copy it is impossible for us to say to what extent OYSTER WEEK has been a success.

We do know that the trade took hold of the proposition very enthusiastically, and this of itself should ensure success.

The results to be obtained from OYSTER WEEK, however, are greater than those already secured, and are dependent on the intelligence with which the good beginning is followed up.

If you have adhered strictly to quality and sold dry measure you probably have met with some arguments, but kindly note that your trade was not dissatisfied with the oysters when eaten. Unfortunately the mental attitude of the consuming public toward the oyster as a whole, is that it is a pretty sloppy proposition, and until the consumer is brought to regard the oyster as a food worthy of prominence in their regular diet there is going to be no substantial increase in the consumption.

While oysters are an economical food we must reconcile ourselves to the fact that the housewife does not regard them in that light, and it is well to suggest at times that the expense of serving oysters is confined to the oysters, a few crackers and the milk necessary. When a comparison is made with the expense of serving other foods, the oyster will be found to be an economy, as well as enjoyable.

Follow up strongly the good work that has been done. Oysters handled on a quality basis adds to your prestige.

Connecticut Oyster Company, Limited

“Canada’s Exclusive Oyster House”

50 Jarvis Street

Toronto, Canada