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"CONSOLIDATE YOUR GAINS"

Substantial progress has been made in the OYSTER WEEK offensive of Nov. 6-11. The new ground consists of purchases made at a date earlier than they otherwise would have been. Oysters have been brought forcibly to the attention of the consuming public. This is a material asset and creates an opportunity for the merchant alive to the situation.

If these gains are to be retained they must be fortified with quality, otherwise the advantages, in all probability, will fizzle out, for until such time as the consuming public are brought to regard oysters as something more than a sloppy proposition, increased consumption will not be a reality to any appreciable extent.

Have you distributed the books of recipes sent you? If so, can you distribute more advantageously? If you can, and will do so, kindly let us have your request for more of these books of recipes, and they will be forwarded without delay.

The work of OYSTER WEEK has been constructive. It has been handled through the proper medium, the retailer, and some very promising returns have been experienced, where dry measure has been adhered to.

As the only exclusive oyster house in Canada, we are more interested in the welfare of this line than any other source of supply. We are the only house in Canada that can supply you with a display case that is worthy of space in your store, and this is supplied at cost.

Connecticut Oyster Company, Limited

"Canada's Exclusive Oyster House"

50 Jarvis Street - - - Toronto, Canada