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## OYSTER WEEK

November 6-11

If your material for window-trim and your books of recipes have not been received by Nov. 6th it is the result of irregularity somewhere, so kindly wire us, immediately, at our expense, and the material will be forwarded by the next mail. This, of course, is dependent on your being a customer of ours.

We must of necessity confine the supplying of this material to our own trade, but we are anxious that all of our patrons have the full benefit of it.

Put up your window-trim Nov. 6th without fail. You might to good advantage dress your window with food products that could be directly associated with the serving of oysters. This is an opportunity for a very attractive window. The benefit you derive will depend entirely on the effort you expend. If quality is adhered to it is an opportunity to add to the prestige you already enjoy.

You cannot expect to cheapen your oysters without cheapening your place. Get a price that will afford you putting oysters out in the best possible condition, and then do it.

Selling force is impossible without enthusiasm, and enthusiasm is the child of confidence. With the grade of stock we will ship you, you are entitled to a quality talk.

### CONNECTICUT OYSTER CO., LTD.

*"Canada's Exclusive Oyster House"*

50 JARVIS STREET

TORONTO, CANADA