

# Oyster Week

NOVEMBER 6-11

As a retailer of oysters, you probably will agree that what this business has lacked in the past was a definite date to appeal to the consumer. The months with the "R" are recognized as oyster months, but the average consumer waits for the cold weather to suggest the purchase.

The weather in November is reasonably consistent and we believe the time opportune to suggest, in a way out of the ordinary, the palatable and economical advantages oysters afford.

Make a strong play on quality and charge a price that will afford your putting out oysters precisely as you receive them. Watering oysters is an illicit practice and we are informed by Canadian officials that it is going to be stopped this season. They contend that the watering of oysters is a waste of nutrients, and their contention is well-founded.

The fact that the practice has a precedent of generations does not relieve us now of the responsibility for its continuance, and if for no other reason than selfish motives, the practice should be discontinued. We do not want to see prosecutions, as such publicity will do the business no good.

We are exclusively oyster people devoting our entire time and attention to the one thing we know best. We believe we put out under the most favorable conditions, the best stock grown.

Our stock and service is not to be confused with that experienced with houses treating oysters as a side line.

**CONNECTICUT OYSTER CO.**

LIMITED

"CANADA'S EXCLUSIVE OYSTER HOUSE"

**50 JARVIS ST., TORONTO, CANADA**