

# EVIDENCE

It is a common claim by dealers in all lines that the product they represent is the best obtainable. We do not question the sincerity of these claims, but they cannot all be the best. We desire comparisons made so far as oysters are concerned.

In the first place solidity of pack is a prime essential, and in comparing oysters after this point has been considered take into consideration the thickness of the meaty part of the oyster. Then by placing the fingers just back of the muscle and on the skirt or thin side of the oyster press out a little of the juice and note which juice is the more solid—the stock from us or the stock from someone else. The heavier the natural juice the more nutriment it contains.

The vast majority of oysters opened the present season will be three-year-olds, as the spawn four years ago was practically a failure. The disadvantage of three-year-old stock as compared with four-year-old stock is this: the oyster shell develops rapidly for the first three years, but this development is in length and breadth. From the third to sixth year the development of the shell is more in depth or what is ordinarily termed "cuppy."

The oyster itself does not take on a great deal of fat until after the third year. Consequently, oysters that are opened when three years old are at a decided disadvantage and they will not carry the percentage of nutriment, nor will they have the general appearance that affords satisfaction to the consumer.

What the dealer should be most interested in is the satisfaction the oysters will afford when served in the home. We open no three-year-old stock, confining ourselves to the best that can be produced, and are the only people in Canada who have an oyster display case that will lend character to your store. In view of the above facts can you not afford to let us have your enquiries as regards further particulars?

## Connecticut Oyster Company

*"Canada's Exclusive Oyster House"*

50 JARVIS STREET

TORONTO, ONTARIO