

Despite the high prices prevailing, the Demand and Consumption of

CANNED LOBSTERS

in the Dominion of Canada are increasing annually. The volume of pack is smaller.—Customers insist more and more for reliable brands.

Owing to the War

it is expected that next season some of the best qualities hitherto exported to Germany and other Continental Markets will be available for the Canadian Trade.

To Secure Uniformity of Quality

and render this branch of the Grocery business satisfactory to both Wholesaler and Retailer, all BUYERS—catering for high-class trade—will do well to handle

“ENCORE BRAND”

A Standard quality in the Export trade for 35 years

The Product of the Largest Lobster Shippers and Packers
in the World

A big demand for all classes of Canned Foods is anticipated this Winter. Your stock will not be complete without Canned Lobsters. Ask your Wholesale Grocer for “ENCORE” BRAND.