



Ye Billekin.



Prairie Flower.



Royal Lemon Sandwich.

## These light P.F. Dainties are exceptional sellers

Their pleasing flavor hits the public taste. Wherever introduced they are a pronounced success. We use only high-grade ingredients and we originate the many popular designs and flavors.

Our biscuits reach your store, fresh and crisp. They are packed in hermetically sealed, airtight tins. If you are looking for the popular sellers, send to any of our agents for price list and catalog.

**PEEK, FREAN & CO., Limited**  
Biscuit Manufacturers  
LONDON, ENG.

AGENTS:

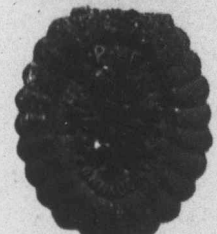
THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.  
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Sask.  
The Harry Horne Co., of Toronto, for Ontario.  
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



Regist. red design.



Carbon Chor. Sandwich.



The Cornaught.



In a village grocery store where everything may be furnished from a postage stamp to a complete house-keeping outfit, a customer entered the other day and leisurely approached the proprietor. "Look here, David," he complainingly remarked, "I ain't klickin' none, but ain't there some way that you can kind of separate your grocery business and your post-office business so they won't get mixed so much?"

### A Justifiable Kick

Not so where a

## **BOWSER** Safe Oil Storage System

is used. Then there are no tainted goods, no dissatisfied customers, no oily hands, floors or clothes. All the oil, odor and all, is in the tank where it belongs until pumped into the customer's can. Bowser outfits do not leak or splash. No lost

stamps just after Jake Smith tasted one of them klicked of kerosene."

A very characteristic incident, but its equal happens many times where kerosene is handled by slipshod methods. The trouble is, "Mr. Proprietor" does not always know when there is a "justifiable kick"—many a good customer goes elsewhere and says nothing.

oil—no lost time—no lost customers. Made in all styles, sizes and prices to meet individual requirements.

We have a book "For Your Store" which would be interesting and valuable to you. Write at once for a copy. No obligation.

**S. F. BOWSER & COMPANY, Inc.**  
66-68 Frazer Avenue, - - - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen.  
Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasoline and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc. Established 1885.