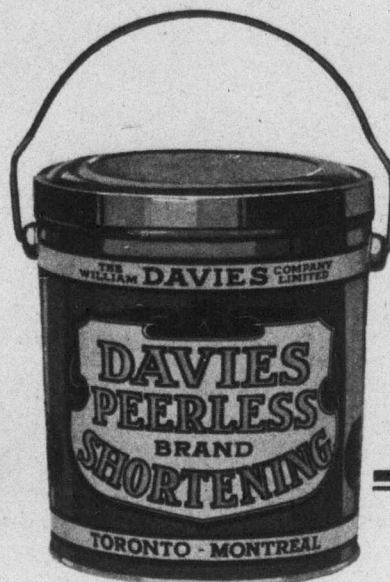


CANADIAN GROCER

# Judged by Results

—here is a Shortening  
that **WILL**  
and **DOES**  
give satisfaction!



## “Peerless” Shortening

**I**T makes an attractive exhibit on your shelves and in your window—but best of all it's a **SELLER**, and that's what counts most, isn't it?

When a customer buys a product time after time—and always insists on getting the same particular brand—that brand must have **MERIT**.

And this is what happens continually with “**PEERLESS SHORTENING**.”

*Sold in 3lb., 5lb. and 10 lb. Bright Tin Pails  
and in 1 lb. Sanitary Cartons.*

**THE WILLIAM DAVIES COMPANY LIMITED**  
**TORONTO & MONTREAL**

Canada Food Board Packer's License No. 13-50