

**"PEERLESS"
in Name
and Quality**



***No trouble at all to sell a
successful product such as this***

WE want you to share with us some of the success we are having in connection with "*Peerless*" Shortening.

Dealers who are handling this product tell us that their customers buy it again and again—because they know they can always pin their faith to it.

For cake and pastry making as a shortening—for frying foods—for every purpose for which a frying fat can be used "*Peerless*" Shortening gives the highest satisfaction.

Not only is it much cheaper than lard or butter—it is more economical in use and goes farther. That's a "worth while" argument these days, isn't it?

The unusually attractive packages make a fine display, too, and are well worthy of the high grade product they contain. Why not order to-day—through our traveller—or by mail?

*In 1 lb. Sanitary Cartons and 3 lb., 5 lb.,
10 lb., 20 lb., 50 lb. Bright Red Tin Pails*

THE **DAVIES** COMPANY
WILLIAM LIMITED

MONTREAL

TORONTO

HAMILTON