

CANADIAN GROCER

Judged by Results

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



“Peerless” Shortening

IT 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 DAVIES COMPANY LIMITED

TORONTO & MONTREAL

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