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Windsor Salt

**puts all Retailers
on the same basis**

There are no cut prices—no special discounts—no secret rebates—to any dealer, on “WINDSOR” and “REGAL” SALT.

Every Retailer pays his jobber just what all other retailers pay—and *they all buy through jobbers.*

The price, and the quality, are guaranteed and upheld. As a result, “WINDSOR” and “REGAL” TABLE SALT is asked for and used in practically every home in Canada.

You don't have to struggle for a turnover with this steady seller. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality.

The one-price line is the square-price line. Stand by the brand that gives a square deal to all retailers.

The Canadian Salt Co., Limited

Windsor, Ontario