



Just Arrived

Twenty-One Prize Medals.  
Twenty-One  
Royal Appointments.

87 Cases of Peek Frean's  
World Renowned

# English Biscuits

Also Zellar Wafers  
The Choicest Table Delicacy on the Market.

## Charles Gyde

20 and 22 St. Francis  
Xavier Street

MONTREAL



### "Give me a package of Salt"

—this from  
a new customer perhaps whose trade you're trying to get. Probably it's a woman who asks the question. Quite an important moment—for *you*. Are you going to take chances on pleasing her with quality?

Windsor Salt pays you a good profit—please remember that. Better still it is pure, dry, white—each separate crystal is a Salt Crystal and nothing more. She—the woman—skips the "cakeiness" and impurities of common salt because the moisture and the dirt are not there. We make it—we know.

## Windsor Salt.

Leading Wholesalers sell  
Table, Dairy, Cheese, & Baking Salt made by us.

The Windsor Salt Co., Limited  
Windsor, Ont.