The Salty Salt

Worcester Ivory Salt

Flows Freely
THE MAGIC OF SALT

It is not generally known that there are many valuable uses for salt in addition to its necessity as a seasoning for food.

It is a fact, however, that the use of salt for hygienic purposes alone will save anyone many dollars in the course of a year, and in addition will contribute much to one’s health and well being.

Read the uses listed in this booklet—and try them, using salt from any box of Worcester Salt products. You too, will say there’s magic in salt.

WORCESTER SALT COMPANY
71-73 Murray Street
New York, N. Y.

Refineries:
Silver Springs, N. Y.
Piffard, N. Y.
Ecorse, Mich.

Other Offices
Boston, Philadelphia, Charlotte,
Columbus, Buffalo,
Detroit, Chicago
Salt the Doctor's Helper

Once again Science has astounded the world with a new discovery—table salt. By the simple process of adding $2\frac{1}{2}$ teaspoonfuls of salt to a quart of water Science has concocted a fluid vital to the human body—and called it "Saline."

So remarkable is this solution, that every hospital operating room has hundreds of bottles of it ready for instant use, and the physician always has some on hand.

When a surgeon wishes to clean some delicate or diseased tissues which he has exposed with the aid of the knife, he calls for Saline Solution, for anything else (even plain tap water) will injure or destroy the tissues.

For any infection, or abscess, whether it be on the finger or foot, the face or chest, the abdomen or ear; and on any fresh cut, wound or abrasion, salt water is applied by a large dressing for the purpose of preventing infection, or to help localize it and bring it to a head.

If a man has lost a large amount of blood from a hemorrhage, the first thing given him (even before a blood transfusion) is an injection of Saline Solution, to replace the blood temporarily. Many a patient who has bled considerably during an
operation and whose life would be endangered by further surgery, has been revived by the injection of this salt solution, and the operation permitted to proceed.

The reason for this widespread use of a salt solution is that it is very similar to blood in its action. It has the same concentration; it can be added to blood and the blood will not be injured. Salt water can traverse the blood vessels and carry food to the various parts of the body just like blood.

A salt solution soothes diseased parts from the outside just as blood does from the inside; and most important of all, it will wash off and carry away waste products and dirt from the skin and various membranes of the body in exactly the same way that blood does from the inside. For these reasons, frequent salt water baths are highly beneficial.

Obviously, a very pure salt must be employed for the above purposes, and Worcester Salt is eminently suitable because of its high purity.

Salt is the right-hand man of the modern doctor because he knows how to use it. On the following pages are some suggestions which will help you ferret out nature’s secrets concerning salt so that you also can get the full benefits from it.
BRING THE OCEAN TO YOUR BATHROOM

Get the joyous invigoration and tonic benefits of ocean bathing in your own bathroom at a cost of only a few cents. Make every bath a Worcester Salt bath. It will improve your circulation and make you feel better. Allow the pure salt water to penetrate your skin and pores and cleanse them of impurities. Let this vital salt solution soothe and quiet your nerves, especially after a hard and exacting day’s work. Make your evening bath do the work of a week’s vacation. Wake up in the morning feeling fresh; your mind clear; and your system cleansed of impurities.

Salt bathing and salt rubs also help develop surface circulation so that the skin becomes less sensitive to weather changes. This gives resistance to colds.

Be sure to use pure salt. Worcester Salt is recommended because it is free from contamination.

FOR THE BATH TUB

Draw half a tub of water, using a thermometer to obtain summer ocean temperature which ranges from 62-72 degrees. Those above 50 years may want blood temperature, or 98-100 degrees. Pour into the water almost one carton of Worcester Iodized Salt or Ivory Salt, reserving just enough salt in the carton to massage the muscles and feet as a finish to the bath. Before stepping out of the tub thoroughly rinse the grains of salt from the body.
You will be delighted with the sound sleep that follows, and the invigorated and youthful feeling the next morning.

FOR THE SHOWER BATH

For shower bathing, wet the body and apply Worcester Salt by hand, rubbing it well over the skin, as athletes do before and after a contest. The result is a tingle of invigoration that is delightfully exhilarating. Before leaving the shower rinse the grains of salt from the body.

Worcester Salt Rubs are genuine skin gymnastics. The reactions produced give rise to tonic and restorative effects that cannot be obtained in any other way.

MEDICINAL BATHS

For rheumatism, sciatica, neuralgia, lumbago, and neuritis, use a carton of Worcester Iodized Salt in a bath of warm water and massage the muscles well. This is particularly helpful in easing inflamed joints, and soothing muscles and nerves.

FOR CHILDREN’S BATHS

During cold weather, help ward off children’s little ills by giving them Worcester Salt baths.

During the day if children come in with wet feet and damp clothes, give them a foot bath; using three handfuls of Worcester Salt to a gallon of warm water. Afterwards, massage with a handful of moistened salt. This quickly restores normal circulation to little feet and helps prevent colds. Grown ups benefit equally from Worcester Salt foot baths.
FOR TEETH AND TO HARDEN GUMS

Save $3.00 or $4.00 annually by using Worcester Salt exclusively in place of any other dentifrice. The pleasant flavor of Worcester Salt as well as its antiseptic properties make it ideal for maintaining sound teeth and healthy gums. "Table salt should be used on teeth and gums once a day."*

THE NEW INTESTINAL HYGIENE

Medical authorities recommend this simple way to correct constipation: About an hour before breakfast if one drinks a pint of water of ordinary temperature (hot if preferred), to which is added a teaspoonful of Worcester Salt, a thorough flushing of the digestive tract is assured. There is practically no absorption of salt by the system if the alimentary tract is normal.

Experience proves that if one drinks as much salt solution as is possible with comfort (some take one glass, others an entire quart) no harm can result by taking it daily for an indefinite period. For one glass of water use a half teaspoonful of salt. For a quart of water use two teaspoonfuls of salt. The results are pleasantly surprising.

There are a few people with debilitated digestive tracts who do not succeed with the above method. When one cannot take the salt solution and have

*Medical Journal & Record, Feb. 6, 1929.
it pass through the intestines in about an hour or an hour and a half there is usually something wrong with the digestive tract and one would do well to consult a physician, since to suffer from constipation is detrimental to health. Anyone in doubt about the condition of debilitated intestines or of the kidneys should consult his physician and be guided by his advice.

The scientific aspects of this method of maintaining intestinal hygiene are discussed by the eminent authority on foods and nutrition, Professor E. V. McCollum, of Johns Hopkins University, in his book, "Food, Nutrition and Health."* Dr. Morris Fishbein, Editor of the Journal of the American Medical Association, reviewing this book in the November 1928 issue of "Hygiea," said: "In the opinion of this reviewer, this book by McCollum and Simmonds is the best small guide to diet and health that is anywhere available."

**WHAT IS THE CAUSE OF HALITOSIS OR BAD BREATH?**

It either comes from bad teeth, infections of the head or throat or from a disordered stomach. The antiseptic qualities of Worcester Salt will do as much as can be done to remove this condition.

See the articles entitled "Mouth Wash," "For Teeth," "Cold in Head," and "The New Intestinal Hygiene."

*Food, Nutrition and Health, 2nd ed. 1928. Address P. O. Box 25, East End Post Station, Baltimore, Md.
MOUTH WASH

Worcester Salt is one of nature's best antiseptics. A solution of one spoonful in a glass of water will wash away or sterilize mucous and particles of decayed food that lodge in the teeth or gums and make an offensive breath.

Any dentist or physician will tell you that the best mouth wash is pure salt water. Worcester Salt has been known for its purity for generations.

SORE THROAT

A very effective and soothing treatment is to gargle every 1 or 2 hours with hot salt water (2½ teaspoonfuls to 1 quart of hot water).

Even more relief is obtained by irrigating the throat with salt water. Place the hot solution in an irrigating can, lean the head slightly forward over a basin, and direct the stream at each side of the throat, using a full quart of water each time. This irrigation every 1 or 2 hours constitutes the best method yet known to medicinal science for treating sore throats or inflamed tonsils.

COLD IN THE HEAD

Colds in the head and stopped-up nostrils are cleared by sniffing a solution of warm salt water. Sniff several handfuls carefully so as not to get it too far back in the nose. Even better, a bulb syringe might be used to inject the salt water gently into each nostril, while the head is bent
forward. This washes away the mucous and other irritating secretions, clears the sinuses and allows them to drain, and shrinks the swollen and inflamed nasal membranes.

**EYE WASH**

After removing a foreign particle, or when the eyes are inflamed, or after a severe strain, wash the eye with warm salt water to cleanse and soothe it. ½ teaspoonful of Worcester Salt to 1 pint of water.

**TIRED, ACHING FEET**

Put new life into your feet by bathing them in hot salt water. This stimulates the circulation and removes the waste products which are responsible for the fatigue. Add two handfuls of Worcester Salt to a basin of hot water. Place your feet in it and receive their everlasting gratitude.

**TO KEEP THE HANDS SMOOTH**

When the skin is shrunk and wrinkled from long contact with strong soaps and washing powders, immerse the hands in salt water (2½ teaspoonfuls to a quart of warm water) for a few minutes. The skin will at once become smooth.

**FOR FEMININE HYGIENE**

Use 5 teaspoonfuls of Worcester Salt to each quart of warm water. Worcester Salt solution is antiseptic, cleansing and deodorizing, but does no harm to delicate membranes.
MOSQUITO BITES AND ITCHING FROM OTHER CAUSES

The annoyance from itching can be relieved by the application of a paste of salt and bicarbonate of soda. Add a small quantity of water to a mixture of \( \frac{1}{4} \) glass Worcester Salt and \( \frac{1}{4} \) glass of bicarbonate of soda. If the itching is generalized or on such parts of the body where the paste cannot be applied, take a salt water bath to which has been added \( \frac{1}{2} \) pound of bicarbonate of soda. This will provide almost immediate relief from itching and will tend to heal the sores from the bites.

CUTS OR WOUNDS

In case of a cut, wound, or crushed finger or toe, before any antiseptic such as iodine or peroxide is applied, immerse the whole injured part in a basin of warm salt water (2\( \frac{1}{2} \) teaspoonfuls of Worcester Salt to each quart of water). Then, with a piece of sterile cotton or gauze carefully clean all dirt from the wound. Then apply iodine and a clean dressing.

If the wound looks dirty, keep the dressing constantly wet with the salt solution. This will help to avoid infection and possibly blood poisoning. Since the solution touches the raw flesh, be particularly careful to use a pure salt. Worcester Salt is recommended.

ABSCESS OR OTHER INFECTION

In case of an abscess, boil, or infected wound, a wet dressing of Worcester Salt (2\( \frac{1}{2} \) teaspoonfuls to a quart of warm water) will help remarkably in localizing the pus and bringing it to a head. Apply several layers of gauze over the infected part, tie it
firmly in place with a bandage, and keep it constantly wet.

This is the best known method for preventing the spread of the infection, and avoiding blood poisoning.

**IN THE KITCHEN**

**GRAPEFRUIT** is more delicious when sprinkled with a little Worcester Salt. It brings out the full flavor. Try it.

**POACHED EGGS** are more appetizing and are more evenly cooked when a pinch of Worcester Salt is added to the water before the eggs are dropped in.

**CRACKED EGGS** can be boiled without the contents oozing out if a teaspoonful of Worcester Salt is added to the water.

**MILK IS MORE EASILY DIGESTED** if just a pinch of Worcester Salt is added before drinking.

**FISH IS MUCH MORE DELICIOUS** when soaked for a few minutes before cooking in a strong solution of Worcester Salt. Try it the next time you prepare fish.

**TO EXTRACT BLOOD FROM FRESH MEAT** and to make fowl more appetizing, cover with a layer of Worcester Salt and let stand for several hours. Before cooking rinse in cold water.

**CREAM WHIPS VERY RAPIDLY** when a pinch of Worcester Salt is added to the cream before whipping.
TO PREVENT ICING FROM SUGARING.
Add a pinch of Worcester Salt to the sugar when making cooked icing.

BAKE POTATOES WITHOUT USING OVEN. Save gas expense and avoid an overheated kitchen and get the same delicious baked potato flavor by boiling potatoes in their jackets in a very strong salt solution. Add a half cup of Worcester Salt to each quart of water and boil 45 minutes, for medium sized potatoes. Do not puncture jackets and they will become firm and crusty when removed from the water. The potato can then be easily removed from the skin at the table. Just try potatoes this way once, and you will be simply delighted with the results.

FREEZE ICE CREAM QUICKLY by using Worcester Quick Freezing Ice Cream Salt. It saves time and work — and there's no waste. Pack the freezer with one part Worcester Quick Freezing Ice Cream Salt to three parts of crushed ice. While packing, turn the handle slowly in order to shake down and pack the ice. After the ice cream is frozen pour off the brine and pack with more ice and salt mixture.

WORCESTER QUICK FREEZING ICE CREAM SALT also gives splendid results in Vacuum Freezers.

DISCOLORATION ON THE INSIDE OF THE COFFEE POT is quickly removed by rubbing with a little Worcester Salt.
ABOUT THE HOME WITH
WORCESTER SALT

CUT FLOWERS KEEP LONGER when a pinch of Worcester Salt is added to the water in which the flowers are placed.

TO AVOID A RING AFTER CLEANING with Gasoline. Rub spots on washable goods with a strong solution of Worcester Salt before applying Gasoline.

GASOLINE ODORS can easily be removed from hands by rubbing them with a little moistened Worcester Salt.

PERSPIRATION STAINS may be removed by soaking in a solution of Worcester Salt before washing. Use a handful of salt to each quart of water.

TO SET COLORS in Cotton Goods, before washing the first time soak for 20 minutes in cold water to which a handful of Worcester Salt has been added.

TO REMOVE STAINS AND RESTORE WHITENESS, rub washbowls, bathtubs, and toilets with a mixture of Worcester Salt and Turpentine. Original whiteness will be restored.

TO REMOVE STAINS AND DISCOLORATION from China and Earthenware. Rub stains with Worcester Salt moistened with a little water.

REMOVING DIRT FROM CURTAINS. By adding half a cup of Worcester Salt to the water in which curtains are being soaked the dirt loosens more rapidly.
TO CLEAN SILVER, add $\frac{1}{4}$ cup Worcester Salt and $\frac{3}{4}$ cup soap flakes to sufficient cold water to cover silver in aluminum pan. Remove from fire as soon as it boils. Wash silver in hot soapy water, a few pieces at a time, and dry thoroughly. This method cleans silver beautifully.

CLEANING BRASS AND COPPER. Nothing is better for cleaning brass and copper than a mixture of Worcester Salt with an equal quantity of flour and vinegar. Make up a paste of these ingredients and apply to the object to be cleaned. Let the paste remain on for an hour and then rub off. Wash with water and then polish.

MOTHS IN CARPETS can be prevented by scrubbing the floors with a strong solution of hot water and Worcester Salt just before laying the carpet. Sprinkling Worcester Salt on the carpet before sweeping helps to destroy moths.

SMOOTHING ROUGH IRONS. Irons that have become rusty, sticky, or rough can be smoothed to a glass-like finish by rubbing with Worcester Salt and a piece of crinkled up paper.

TO REMOVE INK SPOTS from Carpets. Pour Worcester Salt immediately on the wet ink spots, changing the salt frequently. This will soak up the ink and remove the spot. Even old spots may be considerably lightened and made inconspicuous by wetting spots with water and applying a thick coating of Worcester Salt.
TO KILL WEEDS in driveways and gutters, wet the ground and sprinkle with a generous quantity of Worcester Salt.

DESTROY POISON IVY by spraying with a solution of three pounds of Worcester Salt to a gallon of slightly soapy water. This method is recommended by the U. S. Dept. of Agriculture. As one spraying will not kill the main stems and roots, the plants should be sprayed again as soon as the new leaves are about full grown.

ICY SIDEWALKS AND ICY STEPS. Sprinkle with Worcester Salt and the ice will melt quickly.

AVOID AUTOMOBILE ACCIDENTS by rubbing a little moistened Worcester Salt on the outside of the windshield. Worcester Salt prevents snow and ice from collecting on the windshield and distorting the vision.

FOR AUTOMOBILES STUCK IN THE SNOW. To secure traction on ice-covered roads or hills throw a quantity of Worcester Salt just in front of rear wheels. The fine salt will immediately melt the ice and snow so that traction on the road can be secured. Always carry a few packages of Worcester Salt in your car during the winter months.
The Romance of Salt

Salt is such a common commodity that one does not usually give much thought to it or realize its importance. "Please pass the salt"—just a reach and there it is. It is one of those familiar things, the presence of which is accepted as a matter of course. Salt, however, has a number of vitally important functions in the body. Without salt we could not live, for salt is essential to the formation of gastric juice. Without gastric juice there can be no digestion—without digestion there can be no nutrition.

It was once supposed that salt increased blood pressure, but this has recently been proven untrue.¹

The average person requires about 12 pounds of salt per year.² About half of this quantity comes in the raw and prepared foods we buy, and the other half, or about 6 pounds of salt per year, has to be supplied by seasoning in cooking and at the table. If the supply of salt becomes insufficient all the functions of the body are interfered with to a greater or lesser extent.² Experiments made with animals show that when salt is removed from the diet the animal does not live long.³

¹ Journal American Medical Association, Nov. 16, 1929.
³ Proceedings Smithsonian Institute, 1901.
In addition to the consumption of table salt, there is an additional consumption of about 64 pounds per capita for various purposes, including ice cream freezing, food preserving, water softening, cheese and butter manufacturing and chemical and dye uses.

Since ancient times salt has been one of nature’s gifts most prized by man. The Jews held it of such value that they offered it with other sacrifices to Jehovah and it has figured in the religious rituals of many pagan nations. An allowance for salt was paid the Roman Soldiers. This was known as a “salarium” and from this term was derived the modern word “Salary.” The ancients held the modern Oriental idea of salt as a tie of comradeship between those who have shared it over a common table. Travelers on the African coast of Sierra Leone tell of natives who exchange their wives and children for salt. In many lands it has frequently been used for money. Inhabitants of the inland countries have always regarded salt springs as gifts from the Gods. The Chaonians, in Epirus, had a stream fed by such springs in which there were no fish. Legend told them that as a special favor Heracles had given them the salt instead of the fish. Roman historians wrote of furious wars between German tribes over the possession of such springs.

Salt has also served as an incentive to more peaceful pursuits. One of the finest Roman roads, the Via Saleria, was built at an early date in Italy to open the way from the salt deposits at Ostia to the Sabine Country. Traffic in salt helped Venice
grow rich and powerful and salt has aided in no small measure the commercial development of Liverpool. Throughout history there are many instances where nations on the seashore engaged in an extensive salt trade with their less fortunate inland neighbors. Trade in salt and salt fish carried the daring Phoenecian sailors to the distant ports of the ancient world. The Caravan trade of the Sahara today is largely in salt.

HOW SALT IS OBTAINED

Salt is found in inland waters as well as in the sea, and as deposits of rock salt which are frequently of great magnitude. These deposits have been found in Poland, Spain, Germany, India, England, Canada and in several parts of the United States. One of these deposits in Northern India was being worked in the days of Alexander the Great, back in 350 B.C. Another bed of rock salt, 250 miles in extent, has been mined for almost a thousand years in Poland. A deposit in New York State extends at least 100 miles and in the western part is nearly 30 miles wide. The Kansas beds are said to be 150 miles in length and 6 miles in width.

Where these deposits are near the surface their presence is indicated by salt springs or “licks” as they were called by the early settlers. With animals, as with men, the craving for salt is instinctive and these springs were sought by buffalo and deer. The springs at what is now Syracuse, N.Y., were known to the Indians at a very early period, and in 1770 this salt was in common use among the Delaware Indians, and was sent to Quebec for sale. Father
Lallemant is believed to have visited these springs prior to 1649 and to have been the first white man to do so.

The most important salt deposits in this country lie from one thousand to three thousand feet below the surface of the earth. They occur in layers varying from a few inches in thickness to over one hundred feet.

In some sections salt is blasted out, just as coal is mined, and brought to the surface in hoists. This so-called “rock-salt” is usually quite impure. Where a pure, edible salt is desired it is brought to the surface in the form of brine. This is done by piping pure water down into the salt bed, allowing it to dissolve as much salt as possible, and then pumping it to the surface again.

Salt is obtained from brine by evaporation. The primitive method of Solar Evaporation is still pursued in some few places, but has almost been discontinued in this country. At a later date salt was obtained by evaporating brine in iron kettles over wood fires.

The final improvement in the method of procuring salt by evaporation came in the vacuum pan process, the sensation of the salt world—this method made possible the production of a very pure salt of fine lustre and close, even grain. The vacuum process was first introduced by the Worcester Salt Company in 1886, and this same process, with many improvements, is being used today.
How Worcester Salt Is Made

Water is piped into the earth where Mother Nature has placed salt deposits. The water dissolves the salt and then the salt brine is pumped up, purified, and filtered. It is then passed into quadruple effect vacuum evaporators. These vacuum evaporators are 4 in number and each measures 65 feet high and 22 feet in diameter. They are the largest in use anywhere.

In the evaporators the brine forms into crystals. As the crystals are formed they drop to the bottom of the evaporators.

The salt crystals are then conveyed to continuous centrifugals where most of the moisture is removed. The salt is then transferred to rotary driers where it is thoroughly dried.

The screening process follows, which grades the salt crystals according to their size. After being uniformly graded the salt is packed in sanitary paper-lined barrels, bags and moisture-proof cartons.

From the time the salt brine is pumped from the wells until the salt is packed in sanitary containers, Worcester Salt is not touched by hands.

Each process is absolutely sanitary and every precaution is taken to maintain the utmost degree of purity.

Get Worcester Salt and compare it with any other salt! You will find that it is tastier...saltier...more savory. This fine flavor is due to the purity of Worcester Salt. It is made by the oldest refiners of high grade salt in America.
unrivaled for cooking

wax wrapped carton

Always uniform  Saves time  Kiln dried
Smooth fine grain and energy  Easy to handle
For table and cooking

Prevents simple Goiter