To The Housewife Who Cares

WORCESTER SALT
The Only Salt Awarded GOLD MEDALS

AT

AMERICAN INSTITUTE, NEW YORK 1890–1896

WORLD'S FAIR, CHICAGO, 1894

PAN AMERICAN EXPOSITION
BUFFALO, 1901

ST. LOUIS EXPOSITION, 1904

PANAMA-PACIFIC EXPOSITION, 1915
DID YOU EVER STOP TO THINK

HOW much salt you use and how much it costs you? Perhaps you think you use a good deal—perhaps you have never thought of it at all; anyway, it is cheap enough, isn’t it?

Actual experiment shows that the average person uses about one-half pound of Worcester Salt per month. As that quantity costs about a cent and a half you can appreciate that your salt bill for a lifetime is hardly material.

While salt is the cheapest, yet it is the most essential food, and besides, its use is so general, both in the kitchen and on the table, that one should use the best grade obtainable. In Worcester Salt you have the highest product that skill and years of experience can produce; and it has just been shown that its cost is so trifling as scarcely to be reckoned with. In fact there is no economy possible in buying salt for the household. The best is as cheap as any other. Even the poorest man on earth can afford the best salt—Worcester, the strongest, cleanest and purest salt that can be made.

This purity and strength of Worcester Salt is due to a patented process of our own. Worcester is not evaporated in open pans like common salt, but in closed vacuum pans of our own design, which insure you against the possibility of there being any contamination of the salt during the process of manufacture.

Besides this you are again protected against dirt and germs when you buy Worcester Salt in the sealed cartons. These are filled and sealed by automatic machinery so that no hands touch Worcester Salt from the time it is pumped up as brine from the rock salt beds in Mother Earth until it reaches you. These cartons are a great advance over the packing of salt in flimsy cotton bags which too often reach the consumer wet and badly soiled, the salt inside stained with ink and dirt.

Worcester Salt, made in closed pans, sold in sealed cartons, is the salt for the person who cares.

Always specify “A box of Worcester Salt” when ordering, and your grocer will see to it that you get the best.

Worcester Salt Company
LARGEST PRODUCERS OF HIGH-GRADE SALT IN THE WORLD
NEW YORK  DETROIT  BOSTON
PHILADELPHIA  COLUMBUS  CHICAGO
NO BETTER SALT IS PACKED
NO SALT IS BETTER PACKED

WORCESTER SALT

WORCESTER SALT COMPANY

71-73 Murray Street
NEW YORK

Factories: