

See that COLEMAN'S BUTTER SALT

— Is Used.

No butter-maker can produce the best results with coarse, lumpy, or in any degree impure salt. It does not dissolve quickly enough to penetrate the butter evenly, and the result is, that part of a churning is too salt and the rest does not contain enough to keep it. Coleman's Butter Salt is specially made for the purpose. IT IS ABSOLUTELY PURE. It works quickly and effectively, and produces butter of the same color and flavor throughout.

A Trial Carload might contain :

10 sacks Coleman's Butter Salt, 50's (a choice package—fine linen with outside paper wrapper to keep it clean). 5 bbls. Coleman's Butter Salt, 20's (a good seller—fifteen in a barrel). 1 bbl. 3's and 1 bbl. 7's (for family trade). The balance assorted in Common Salt, coarse or fine, barrels or sacks. WE SHIP PROMPTLY.

R. & J. RANSFORD - CLINTON

We quote "The Grocer":

"OFFICE OF THE CANADIAN GROCER,
"ST. JOHN, N.B., June 27, 1898.

"SALT—The large quantity of Canadian now used for dairy purposes has had the effect of very much lessening the sale of the Liverpool factory filled."

This is a report from a district where we are doing a good business in **Coleman's Dairy Salt**. We are shipping there regularly in carloads, also to Ottawa, Montreal and Quebec. In getting this business we have to compete against the prejudice in favor of English salt—and it is good salt—also against transportation by water, which often costs next to nothing. Coleman's Dairy Salt is simply selling on its merits.

Do you buy butter from farmers?

Most country dealers have to take more or less in trade, crediting it at the market price, although the quality may be very uneven. Anything that improves the quality increases the dealer's profit. The difference between good and bad salting, for instance, may mean a difference of a cent or two a pound on the selling price.