

Half an ounce of salt

is the average allowance to a pound of butter. The very best butter salt—COLEMAN'S—is retailed in small quantities for about a cent and a quarter a pound. Barrel lots cost considerably less. What possible "saving" can there be by using anything commoner or cheaper?

Insist on having Coleman's Salt.

The poorest butter-maker in Canada can afford to use it. The richest cannot afford to do without it. Our best customers are large users, who do business profitably and economically.

The Dealer's Position.

Grocers with a good farmers' trade sell a lot of common barrel salt for general farm use. If nothing better is kept in stock, their customers have to worry along with it for butter-making, or get the proper thing elsewhere. There is every reason to believe that a grocer can sell more or less Dairy Salt with every barrel of common salt. It pleases the consumer and pays the dealer a good profit.

Coleman's Cheese Salt.

This is another specialty in which every dealer in a cheese-making district has an interest. First-class makers prefer it to anything else. Special prizes are offered at the Exhibitions for cheese salted with Coleman's Cheese Salt. Write us for further particulars.

Carload Lots

Assorted with any of the above grades, together with table and common salt, as required. We ship promptly.

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**R. & J. RANSFORD - CLINTON**