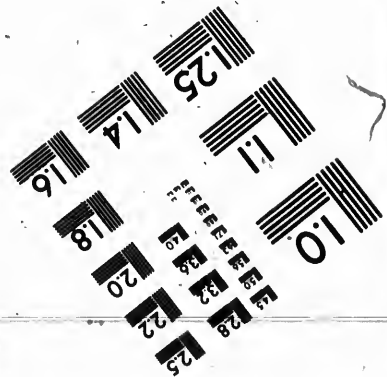
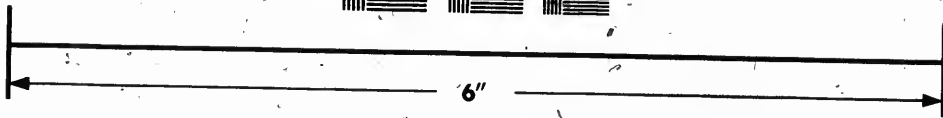
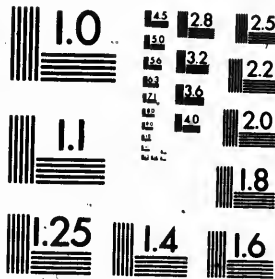


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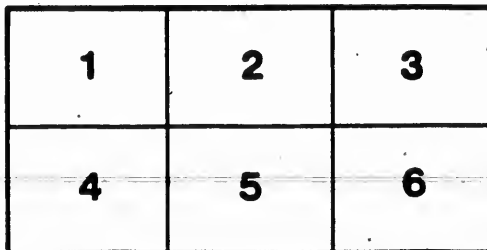
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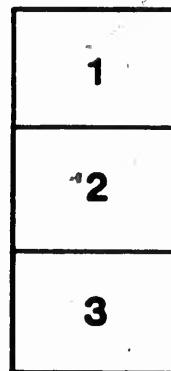
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A Trifle of  
Great Importance.



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## A Trifle of Great Importance

There was once a ship builder who built a handsome and costly ship. When he came to fit it up he found that he could save a few dollars by buying an ordinary compass instead of one whose reliability was a proved fact. The very first voyage out his compass got a kink in it and his ship went on the rocks a total loss.

He thought the difference in compasses was a trifle. He learned the importance of trifles.

There was once a grasping capitalist who built a big office building in New York. He called for bids for the piling for the foundation and took the lowest bid. The very next year there was a crack in his elegant new building large enough to throw a cat through.

He thought that the difference in foundation piling must be trifling. He knows better now.

In every line of human effort it is the trifles that always make perfection. No matter how careful or conscientious you may

be in the larger branches of your work, if you neglect the trifles you are doomed to certain failure.

Many who make a business of the manufacture of butter and cheese regard salt as a trifle. So far as its cost is concerned it certainly is. So far as the quality of your products is concerned it most certainly is not.

There is nothing that can so add to or detract from the quality of butter or cheese as the salt that goes into it.

You have to put salt into butter and cheese but you do not want salt in butter and cheese. This sounds paradoxical, but it is not.

Butter and cheese should have the true, pure, salty flavor but they should not *contain* salt.

If you use salt which is not perfectly soluble or which contains foreign matter, such as lime or magnesium, the insoluble particles will be present in your products. They will not only be there, but they are readily detected, detract from the purity and flavor of your products and therefore materially lessen their market value.

No dairyman needs to be told how disagreeable it is to find salty or solid particles present in butter or cheese. When such particles are present they immediately stamp the product as inferior and no matter how

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good it may be in other respects its quality and value go down rapidly towards zero.

Those dairymen who use ordinary salt imperil their product for the sake of a few pennies. They are no wiser than the man who "saved" money on his compass, or the man who "saved" money on the foundation of his building.

Ordinary salt costs next to nothing, it is true.

It is also true that Windsor Salt, the best and purest salt on earth, costs but a trifle more. That trifle, though, is the trifle that makes perfection.

The question that we want to bring home to you personally is this: Can you afford to deteriorate the quality of the goods upon which, perhaps, you depend for your income by using inferior salt?

You may say that you do not use inferior salt but you must remember that all salts are inferior to the best and that the best can be none too good for you.

There is one very good reason why you should give this matter careful thought.

As you are aware, there is now going on a very large amount of agitation in regard to food impurities and adulterations. The public is being educated upon this all important question.

People are being taught to avoid all food impurities as they would a plague. They are also being taught how to detect impurities and just of what these impurities consist.

Therefore the general public is demanding purity and wholesomeness in everything they eat. People everywhere are insisting that nothing but the best and purest of ingredients go into any article of food which forms a part of their regular diet.

For this reason, if for no other, the dairyman should be able to assure the public that he uses nothing but the purest, most wholesome and most highly approved salt, just as fully as he can assure them of the purity of the milk or cream he uses and the cleanliness and thoroughness of his methods.

The ordinary salt which is generally used by those who have not learned the importance of using the best is not perfectly soluble. It remains in the butter and cheese in its original form. It is also more than apt to cake which adds to the difficulty of getting anything like good results from its use.

It also contains earthy impurities, which is shown by the gray or brown streaks running through it. It also contains chlorides of calcium, magnesium and sulphate of lime which not only detract from its value as a salt

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but are distinctly harmful and unwholesome. No dairyman who values his reputation and wants to get good prices for his products ought to use such salt as this. There is no reason why he should.

The Windsor Salt is the only absolutely pure salt we know anything about. It has received more enthusiastic recommendations from authorities on the subject and expert dairymen than any other salt made.

Butter and cheese made with it have taken more first prizes and gold medals than any other butter and cheese exhibited in the Dominion.

It is formed solely of pure, sparkling salt crystals. Examine it carefully, under a microscope if you choose, and you will find nothing else but pure, transparent salt crystals.

It is perfectly soluble and immediately and thoroughly assimilates with butter, cheese, or anything else into which it is placed.

It not only contains not the slightest particle of any foreign matter but it is "salty" salt. That is because it is all salt, all pure salt and nothing else.

There is not space in this booklet to fully describe the methods of the manufacture of Windsor Salt. It may be said, however,

that the brine from which it is made comes from what are conceded to be the finest salt wells in North America.

It is purified before it reaches the vacuum pans by special processes owned and used only by us. It is then subjected to sufficient heat to extract the pure salt only, leaving all foreign matter in solution and making it impossible for impurities of any kind to impregnate the salt.

Before being packed it goes through a patent process of slow heat which positively prevents baking, discoloration, or caking, no matter how long the salt may be kept.

One thing more: We want to call your attention to the fact that from the time the brine leaves the wells until the pure salt is packed for shipment it is not touched by hand—but only by the machinery through which it passes.

While it is true that Windsor Salt costs a little more than cheap, common salt, it is also true that it goes so much farther on account of its complete purity and full strength, that in the end it costs but little, if any, more than common salt.

Even if it cost a great deal more it would pay you to use it for the reason that the relative cost of the salt you use to the value of

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your product is so very small that you could not afford to endanger quality for so little money. But in the end the additional cost is almost nothing.

Perfect results are sure and your products command a higher price than they otherwise would.

That this is true has been fully shown by the experience of hundreds upon hundreds of well known dairymen.

For table and dairy purposes Windsor Salt is packed as follows:

Fine Table and Dairy Salt	}	In 3, 5, 7, 10 and 20 lb. fine cotton sacks.
		In 50, 100 and 200 lb. white duck or linen sacks.
		In 280 lb. paper lined barrels. (Free from splinters and all taint of the wood.)
Special Cheese Salt	}	In 50, 100 and 200 lb. linen sacks.
		In 280 lb. paper lined barrels. (Free from splinters and all taint of the wood.)

Of course the perfect purity, cleanliness and wholesomeness of Windsor Salt makes it unequalled for table and household use. No housewife who values properly the purity and healthfulness of the food she provides for her family should use any but the very best salt procurable—the Windsor Salt.



If you will give this salt one trial you will never think of using any other salt.

WINDSOR SALT COMPANY, LTD.  
WINDSOR, ONTARIO.

*RECENT TESTIMONIALS*

DOMINION OF CANADA,  
DEPARTMENT OF AGRICULTURE.

Commissioner's Branch.

JAS. W. ROBERTSON,  
Commissioner of Agriculture and Dairying.

J. C. CHAPAIS,  
Assistant Dairy Commissioner.

OTTAWA, April 22nd, 1899.

DEAR SIR:—We have used the Windsor Salt in the butter made at the creameries, under the charge of this Department, in the Northwest Territories, for several years. We have found that salt to be thoroughly satisfactory in every respect. In former years I have found the salt to be in every way suitable for use in cheese making. Yours truly,

Signed JAS. W. ROBERTSON, Commissioner.

*Ernest G. Henderson, Esq.*

Manager, Windsor Salt Company, Windsor, Ont.

THE BALLANTYNE DAIRY SUPPLY CO.

STRATFORD, Canada, May 12, 1899.

*The Windsor Salt Co., Limited, Windsor, Ont.*

GENTLEMEN:—We are exceedingly pleased with the quality of salt which you are shipping to our customers this year, and may say that we think it decidedly the best dairy salt that is being sold to the trade. We have yet to hear a complaint from any one to whom we have sold it, and the cheese makers are specially pleased with the sack in which it is put, as these sacks can be used for other purposes such as toweling, etc., after the salt is taken out of them. Yours truly,

THE BALLANTYNE DAIRY SUPPLY CO.

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ANALYSIS BY  
PROF. ELLIS,  
M. A., M. B.

	Windsor Butter Salt.	Windsor Cheese Salt.
Moisture . . . . .	0.06	0.12
Insoluble Matter . . .	0.00	0.03
Oxide of Iron and Alumna . . . . .	0.00	0.03
Calcium Sulphate . .	0.44	0.68
Sodium Chloride . . .	99.50	99.14
	100.00	100.00

None of the samples contained more than  
traces of magnesia or of calcium chloride.

W. H. ELLIS.

Dec. 20th, 1899.

