

extend **SHELF LIFE!**
retard **RANCIDITY!**



... on High-Fat Low-Moisture Foods!

● As you know, potato chips, prepared mixes, nuts, baked goods, powdered soups and many other products that are high in fat and low in moisture are often spoiled by rancidity and the development of oxidative "off" flavors. And these factors reduce the shelf life and profit margin of many food products.

These problems may be avoided by the proper use of a new food grade salt with antioxidant, developed as a result of years of laboratory research—Diamond Crystal Salt with ANTIOXIDANT!

New Diamond Crystal Salt with *Antioxidant* is as simple to use as common table salt. If sodium chloride is used in your processing, this new salt will fit into your operation without extra equipment or labor.

Diamond Crystal Salt with *Antioxidant* is economical, too! The extra cost involved in salting potato chips is only about 7¢ per 100 lbs. of chips! This is a small cost to minimize returned goods.

The effectiveness, ease of use and economy of this new salt will more than justify its test in your operation. Samples are available upon request. Send for yours today!

Write to Technical Director, Diamond Crystal Salt Co., St. Clair, Michigan.

DIAMOND CRYSTAL SALT
with Antioxidant
