

Precisely screened salt:

DIAMOND CRYSTAL,
WITH MORE
TYPES AND SIZES,
SCREENS THE PERFECT
SALT FOR YOU

Name it,
we've got it ...
hard and chunky ... or salt as
soft as a winter's snow ... Diamond
Crystal topping salts look good, taste
good...help your product sell faster...add
sales appeal that wins new customers.

No matter what you
bake or make, when you use
Diamond Crystal you'll find
not only variety in salt
products but uniformity within
each grade. Our
wide range of
densities,
solubility rates, blending
characteristics and adherence factors
provide superior appearance and
taste in your product. ■ Widely used,
no other seasoning can
do quite so much for
food as salt ...and
no other salt offers

as many attractive
opportunities as Diamond Crystal.
All salt is not the same. For creative
help in *your* area of food processing,
talk to a specialist:
*talk to the man from
Diamond Crystal.*



Diamond Crystal
Salt Company

ST. CLAIR, MICHIGAN