HOW THREE SMALL SEALS...

Tested and Approved
by
Good Housekeeping Bureau
Conducted by
Good Housekeeping Magazine

ACCEPTED
AMERICAN MEDICAL ASSN.
Council on Foods

WISCONSIN ALUMNI RESEARCH FOUNDATION
Approved for IODINE CONTENT upon periodic tests

...HELP SAFEGUARD YOUR FAMILY'S HEALTH
WHAT THESE TWO FAMOUS SEALS MEAN TO YOU

SEAL No. 1—That Diamond Crystal Iodized Shaker Salt and claims made for it have been accepted by the Council on Foods of the American Medical Association, and that Diamond Crystal Iodized Shaker Salt gives you just the right amount of iodine to help in the prevention of simple goiter.

SEAL No. 2—That Diamond Crystal Iodized Shaker Salt has been tested and approved by the Good Housekeeping Bureau for general excellence and quality.

High Quality—Accurate Iodine Content—Truthful Advertising—that's what these two seals mean to you!
Two testimonials for quality and now—a third one testifying to the uniformity—the staying quality—of Diamond Crystal Iodized Shaker Salt!

The seal of the Wisconsin Alumni Research Foundation is now on every package of Diamond Crystal Iodized Shaker Salt.

Exhaustive independent tests showed that much iodized Table Salt lost its iodine by evaporation and therefore lost its ability to help prevent simple goiter before reaching the consumer's table. But scientists at the Wisconsin Alumni Research Foundation discovered a way to make iodized Salt with inescapable, unvarying iodine content until the last grain is used.

Diamond Crystal Iodized Shaker Salt, being licensed by the Wisconsin Alumni Research Foundation, gives you that extra assurance—the iodine lasts!
PREVENTING IODINE FROM GOING WITH THE WIND

Analysis of various brands of Iodized Salt over a period of years disclosed that it was rare when the salt retained the stated amount of iodine. Common were cases in which the losses amounted to as much as 75% of the quantity declared on the label.

So Diamond Crystal was eager to stabilize its Iodized Salt.

The new way is to add a precise percentage of pure food-stuffs (corn sugar and baking soda) to pure salt. The result: the iodine stays put!
Iodine...

Its Necessity and Stabilization in Salt, Limestone and other Carriers

READ THIS BOOKLET FOR MORE FACTS ABOUT THE STABILIZATION OF IODIZED SALT
Iodized Salt has proved its worth. Surveys made more than ten years apart in Detroit and Cleveland show conclusively that iodized Salt reduced the prevalence of simple goiter—a bright page in the history of public health.


Occurrence of simple goiter throughout Michigan was 38.6 per cent in 1924 and 8.2 per cent in 1935. Figures for Detroit only, indicating a reduction from 35 to 5 per cent, are shown in the left hand chart.

Results in Cleveland are shown strikingly in the right hand chart. The group not using iodized Salt showed no appreciable change (see dotted line) while the group using iodized Salt showed a decrease in simple goiter from 31 per cent to 7 per cent.

Long known for the accuracy of its iodine content, Diamond Crystal iodized Shaker Salt now offers stability of iodine content.

"Your product is outstanding and is thoroughly appreciated by all who are interested in the prevention of goiter," says Dr. O. P. Kimball, Cleveland, who helped initiate the iodized Salt surveys.

Diamond Crystal looks forward to greater service to the public with its stabilized iodized Salt.
Yes, Mr. INDUSTRIAL SALT USER!
DIAMOND CRYSTAL IODIZED SALT
IN BULK IS STABILIZED

Buy
Diamond Crystal
and look for
this license tag

IN BULK OR PACKAGE

WISCONSIN ALUMNI
RESEARCH FOUNDATION
Approved for
IODINE CONTENT
upon periodic
tests

PAT. NO. 2,144,150

Iodine Content Stabilized
Under U. S. Patent
No. 2,144,150

DIAMOND CRYSTAL
SALT CO., INC.
ST. CLAIR
MICHIGAN

WISCONSIN
ALUMNI
RESEARCH
FOUNDATION

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Look for these protective seals:

- Accepted by American Medical Association Council on Foods
- Tested and Approved by Good Housekeeping Bureau
- Approved for Iodine Content upon periodic tests

OR this license tag...

Remember... with Diamond Crystal Salt, the iodine is effective to the very last grain!