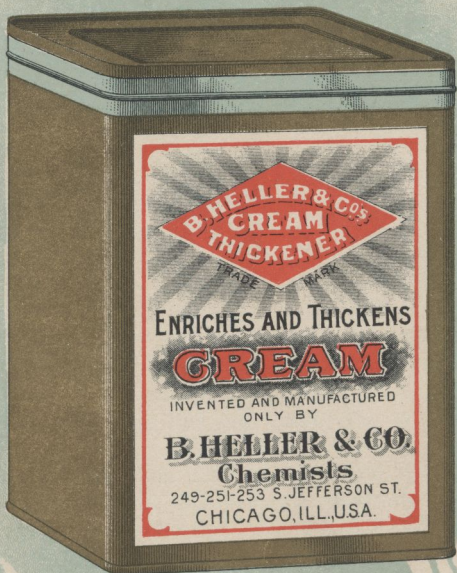


# B. HELLER & Co's



## CREAM THICKENER



## Thin vs. Rich Cream

**T**HIN cream or rich cream? That is a question which has bothered every milk dealer. Many a customer has been lost through inability to supply the demand for rich, thick cream. Heller's **CREAM THICKENER** and enricher solves the problem. It can be used without cost to the dealer, and will both hold and secure trade.

It is healthful, nutritious and profitable.

Thin cream, enriched with Heller's **CREAM THICKENER**, becomes a delicious nutriment, with the fatty globules of cream held in such perfect suspension that they will not separate, or rise in the milk. The cream is, therefore, even and equally rich throughout, very heavy, much improved in value, and whips well, with the right consistency to stand up after it is whipped.

Ice Cream made from cream enriched with Heller's **CREAM THICKENER** is much smoother and even, while it is also vastly richer and more palatable.

## 36 Gallons of Rich Cream from 27 Gallons of Thin Cream

Each one pound can contains 36 measurefuls of **CREAM THICKENER**. One measureful will make 4 quarts of the finest cream imaginable out of three quarts of thin cream, and one pound will make 36 gallons of rich cream out of 27 gallons of thin cream. Remember, therefore, that Heller's **CREAM THICKENER** pays for itself, and makes a handsome profit besides. By its use a gain is made in quantity, in quality, in nutritive value, and in the satisfaction which a customer derives from a rich, pure cream that is thick, heavy and smooth.

Why sell poor, thin cream when you can make greater profit selling a thick, rich cream that will please a customer and build up and extend trade.

Heller's **CREAM THICKENER** is put up in one pound sealed tin cans at \$1.50 per can. A measure is packed in each can.

GUARANTEED TO GIVE  
SATISFACTION.

***B. Heller & Co.***

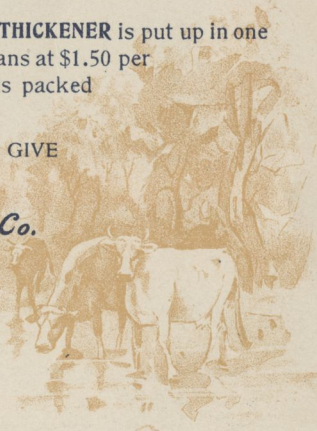
*Chemists*

249-251-253

*S. Jefferson St.*

**CHICAGO, ILL.**

**U. S. A.**



# B. HELLER & Co's.

## CREAM

## THICKENER



# ENRICHES & THICKENS CREAM