

ONE GOOD WAY TO GET YOUR PRODUCT INTO THE CONSUMER'S HOME

...package it in Scherer capsules



A. Flavoring in pre-measured dispensers—Standard Brands Inc. • B. Chicken fat capsule holds delicate, elusive flavor—Mrs. Grass—Hygrade • C. Bubble bath capsules in colors—Woodbury—Jergens Co. • D. Adhesive capsules for securing fixtures—Dixie Cup Div.—American Can Co. • E. Lubricating capsules for home appliances—Whirlpool Corp.

There's virtually no end to what you can put into a Scherer capsule. That's because today's Scherer capsule is actually a modern packaging technique. ■ By modern, we mean most efficient, most profitable. Scherer Rotary Die Capsulation puts your

products into pre-measured airtight gelatin packages that make their contents instantly and accurately available, while protecting the product with a special hermetic seal. ■ Why not let us send you a sample kit of Scherer gelatin capsules. Then give our

market development staff an opportunity to see if Scherer capsulation can give your product a competitive edge. Just write or call Mr. F. L. Henning, Director of Sales and Marketing, Area Code 313, 921-3240, Dept. A, Detroit, Michigan 48213, U.S.A.

Scherer
CAPSULATION
A MODERN PACKAGING TECHNIQUE