

# NOT JUST A FLOUR, A PHILOSOPHY.


**HECKERS**  
UNBLEACHED FOREVER!

**HECKERS**  
FLOUR

All purpose,  
enriched and  
pre-sifted.

**UNBLEACHED FOREVER!**  
**ALL PURPOSE FLOUR**

ALL PURPOSE WHITE FLOUR



Our good name.

All purpose for breads, for cookies, for cakes, for pies, for anything you like.

Unbleached—our idea and our commitment. No chemical has ever artificially whitened our flour, and none ever will.

A higher protein content than other popular flours. This makes it not just more nourishing, but a superior flour for bread.

Our symbol for 136 years. When you don't change your flour, you don't change your symbol.

## HOW THEY SEE IT

Famous authors share their wit and wisdom on a subject that's close to all of us.

## WEALTH

Leisure and solitude are the best effect of riches, because they are the mother of thought. Both are avoided by most rich men, who seek company and business, which are signs of being weary of themselves.—*Sir W. Temple*.

If thou art rich thou art poor; for, like an ass whose back with ingots bows, thou bearest thy heavy riches but a journey, and death unloads thee.—*Shakespeare*.

There is no society, however free and democratic, where wealth will not create an aristocracy.—*Bulwer*.

In proportion as nations become more and more corrupt, more disgrace will attach to poverty and more respect to wealth.—*Colton*.

Wealth, after all, is a relative thing, since he that has little and wants less is richer than he that has much and wants more.—*Colton*.

The greatest and the most amiable privilege which the rich enjoy over the

poor is that which they exercise the least the privilege of making them happy.—*Colton*.

The secret of making money is saving it. It is not what a man earns—not the amount of his income—but the relation of his expenditures to his receipts that determines his poverty or wealth.

It is only when the rich are sick that they fully feel the impotence of wealth.—*Colton*.

The consideration of the small addition often made by wealth to the happiness of the possessor may check the desire and prevent the insatiability which sometimes attends it.

He is a great simpleton who imagines that the chief power of wealth is to supply wants. In 99 cases out of 100 it creates more wants than it supplies.

Excessive wealth is neither glory nor happiness. There is in a fortune a golden mean which is the appropriate region of virtue and intelligence. Be content with that; and if the horn of plenty overflow, let its droppings fall upon your fellow man; let them fall like the droppings of honey in the wilderness to cheer the faint and weary pilgrim.—*W. Wirt*.

The wealth of a state consists not in great treasures, solid walls, fair palaces, weapons and armor; but its best and no-

blest wealth and its truest safety is in having learned, wise, honorable and well-educated citizens.

Wealth consists not in having great possessions, but in having only a few wants.—*Epicurus*.

The most brilliant fortunes are often not worth the littleness required to gain them.—*Roche foucauld*.

Very few men acquire wealth in such a manner as to receive pleasure from it. As long as there is the enthusiasm of the chase they enjoy it. But when they begin to look around and think of settling down, they find that that part by which joy enters in is dead in them. They have spent their lives in heaping up colossal piles of treasure which stand at the end like the pyramids in the desert, holding only the dust of things.—*H.W. Beecher*.

Less coin, less care; to know how to dispense with wealth is to possess it.—*Reynolds*.

It requires a great deal of boldness and a great deal of caution to make a great fortune; and when you have got it, it requires ten times as much wit to keep it.—*Rothschild*.

A great fortune is a great servitude.—*Seneca*.

End

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