



from almond
to zinfandel,

every flavor's a perfect ringer from Bell.

How can Bell be so precise about something as subjective as matching nature's flavors? It starts with a president who's a working flavor chemist. With craftsmanship long in years yet modern as next month's issue of this magazine. Sure there's a difference in flavors! How else could you explain why manufacturers ask for comparison samples? And why else would so many nationally marketed products be flavored by Bell? You can find out by giving us a ring when you're looking for that special flavor.

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