



F.D.A. says O.K.

A recent amendment to Federal Standards of Identity for Bakery Products, Food and Drug Administration, now permits "...wheat gluten in any amount not to exceed 2 parts for each 100 parts by weight of flour as an optional ingredient of white bread baked in loaf form."

Prior to now, the use of wheat gluten in bread covered under the Federal Standards of Identity has been restricted to "rolls and buns; enriched rolls and buns; and raisin bread, rolls, and buns." The current amendment resulted from a petition by Hercules Powder Company. It permits the use of Vicrum in all white breads, including those made by conventional processes,

continuous dough processes, and hearth breads such as Italian, French, and Vienna.

To get the best in wheat gluten for your processing needs, use Vicrum Vital Wheat Gluten. Hercules' unique separation and drying methods assure retention of Vicrum's high baking quality, resistance to flavor change, and oxidation-caused rancidity at least as long as flour—lot after lot.

Supplies of Vicrum are plentiful—from 16 Hercules warehouses, coast to coast. For data and uses, write: Cellulose & Protein Products Department, Hercules Powder Company, Wilmington, Delaware 19899.



HERCULES

HERCULES PRODUCTS FOR FOOD: Dalpac® antioxidant; Hercules® cellulose gum (purified CMC); HVP hydrolyzed vegetable protein; Starbake® edible wheat starch; Starvis® gelatinized wheat starch; Staybelite® Ester 5, Ester Gum 8D, Herculyn® D—chewing gum base modifiers; Vicrum® vital wheat gluten.