

First in your Future

"We were pioneers in converting natural cheeses into flavorful free-flowing powders. Now Chez-Tone adds new zest and *reduced cost* for convenience foods and snacks. Beatrice also developed Beatreme, Wip-Treme, Leci-Treme and other powdered ingredients that spur creativity in foods. *Your* new ideas can be made better, if you let us put your future first. Call 312/842-2700 or write today for samples and information."

BEATRICE FOODS CO.

Special Products Division

1526 S. State Street
Chicago, Illinois 60605

Canadian and UK representatives: Semmons - Taylor Co., Ltd.
European Offices: Vincennes, France, TELEX 68881-F

