

FIRST IN GUM TICNOLOGY

75 YEARS EXPERIENCE

Who else has worked with gums for almost 75 years? No one else but TIC Gums. We're the "professionals" in the gum business. That's why our lab gets the food problems no one else can solve.

Yes, we sell lots of pure, natural, water-soluble gums. After all, that's been our business for almost 75 years. But in addition, because we know so much more about how gums work than anyone else, we get called in after everyone else has given up.

So here's our offer: If you have a problem with viscosity, or stability, or mouthfeel, or taste, or shelflife, or you want to reduce your ingredient costs or increase the "value" of your end-product, call TIC Gums. We'll solve it. "One-on-one" with you.

Just dial (212) 697-3216 and ask for our President, Steve Andon.

QUOTES FROM INDUSTRY ON TIC

"I improved my product when I replaced Xanthan & Alginate with TIC Saladizers." *Director R&D—Salad Dressing Manufacturer*

"Very satisfied. They give me the technical assistance I need in a relatively short time." *Product Development Manager—Jams, Jellies, Fruit Juices*

"Dependable products and services." *Senior Group Leader—Entrees*

"A well-respected international firm." *Manager of Technical Services—Research Laboratory*

"They make the world's great gums." *Quality Assurance Manager—Seafood Products*

"Quality gums." *Product Leader, Texture Science Food Products*
"A great source of gums." *R&D Dietician—Frozen Potato Products*

The TIC, TIC, TIC of Gum Leadership

FIRST in effective replacements for Xanthan

FIRST in low-calorie salad dressings & sauces

FIRST in sodium-free mayonnaise

FIRST in low sugar pancake syrups

FIRST in suspending pulp in fruit drinks

FIRST in sweet-tasting carobs

PLUS 75 years leadership in gum technology; coast-to-coast warehousing; in-house pilot plant facilities; modern BAC-T laboratory;

PLUS specially formulated **SALADIZERS**, **TICALOIDS**, **COLLOIDS** and **XANTHAN REPLACEMENTS** designed to improve your end product while lowering your ingredient costs; **PLUS** All the World's Great Gums only from TIC

Arabic, Alginates, Carrageenans, Tragacanth, Guar, Locust Bean, Agar-Agar, Karaya, Ghatti and Tamarind.



TIC GUMS:
The ones to stick with.

TIC GUMS, INC., 144 E. 44th St., New York, N.Y. 10017—(212) 697-3216
—Telex 14-8362—Cable "TRAGACANTH NYK"

For more information, circle No. 101 on Reader Service Card