



Cellulose Gum Works Many Ways

Hercules® cellulose gum, purified sodium carboxymethylcellulose, is a versatile, hydrophilic colloid, valuable when used in processed foods where purity, uniformity, and texture control are important. Its applications are practically limitless.

In orange drinks, for example, cellulose gum provides desirable body and mouth-feel, while reducing settling of pulp particles. As an ingredient in dehydrated fruits and vegetables, it aids reconstitution.

In ice cream, excellent "chew" and texture control of cellulose gum make it the industry's standard.

Because of its thickening action and water-binding characteristics, it retards water separation in starch products, such as pie fillings and puddings, and tends to improve yield and reduce fat absorption in doughnut mixes.

Economy, price stability, and unsurpassed uniformity are but a few more of the plusses of Hercules cellulose gum. For information on the type for your products, write: Cellulose & Protein Products Dept., Hercules Incorporated, Wilmington, Delaware 19899.

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Hercules® HVP • Vicrum® Vital Wheat Gluten • Starbake® & Starvis® Wheat Starches • Cellulose Gum