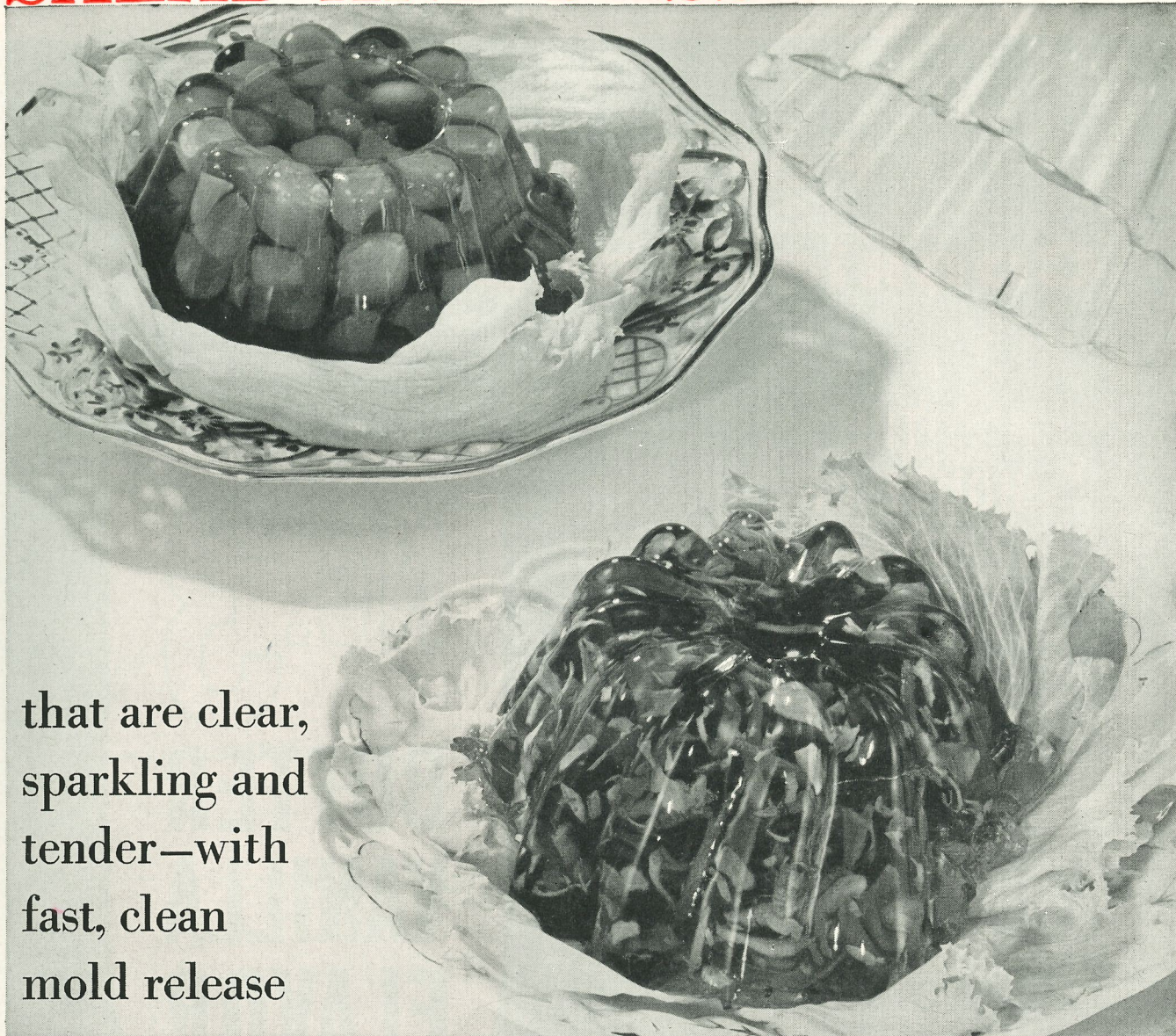


SALAD AND DESSERT GELS



that are clear,
sparkling and
tender—with
fast, clean
mold release

YOURS WITH KELCO-GEL HV

Made in three minutes and gelling in a half-hour or less, salad and dessert gels made with Kelco-Gel HV have superb body, excellent texture, and will not melt at room temperatures.

KELCO-GEL HV[®]

KELCO-GEL LV[®]

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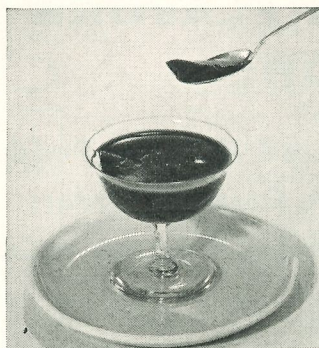
KELCO COMPANY

120 Broadway, New York 5, N. Y.

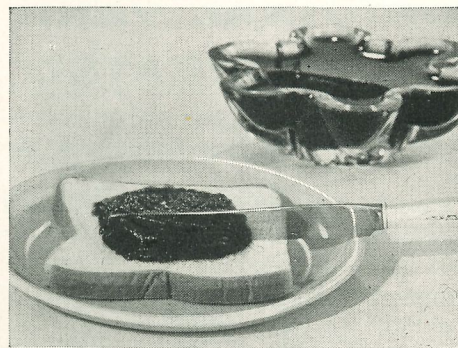
20 N. Wacker Drive, Chicago 6, Illinois

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Dietetic Puddings made with Kelco-Gel LV have smooth texture and firm body for added taste and eye appeal.



Taste Tempting Jellies are made with Kelco-Gel HV which imparts a softer body for better spreading, reduces syneresis in storage and in use.