



**You can get
lower-priced
substitutes for Clearjel.[®]**

**This pie
was made with one.**

And it never got eaten. Why? Truly discriminating customers somehow sense the difference between the finest fruit pies, and those baked with lower-priced substitutes for Clearjel.

Your most discriminating customers don't price-shop. They shop for full-flavored goods that look as splendid as they taste.

When was the last time *you* got something for nothing? When did you ever get less than excellence from Clearjel? For more information on Clearjel, write:

National Starch and Chemical Corporation, 750 Third Avenue, New York, New York, 10017.
Canada; Roquette-National Chimie, France; Laing-National Ltd., England.

NATIONAL STARCH and CHEMICAL CORPORATION **National**
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