



# DREAM A LITTLE

(YOU MAY HAVE A MARKETING EYE-OPENER!)



Instantini? Why not! It could be the greatest boon to this go-go world since hip flasks. Add water, ice, olive . . . stir.

Like magic, the ingredients of the bag hydrolize into tantalizing gin with a hint of vermouth.

Revenuers and lovely ladies of the WCTU should keep their cool. It will be a while before this dream comes to market. First, as with any dream food, many man-months of research

must probe into the chemical structures and interactions of all ingredients down to the most subtle aromatic. And who knows what dispersion problems must be overcome?

Our food scientists thrive on such basic research and have worked out solutions to problems of fat migration, starch crystallization, syneresis and others. In this way, we can help you shorten the time span from dreams to profits.

You supply the dream. We'll sup-

ply the services of our technologists. And when your sales soar, we'll have another loyal customer for polyols and surfactants—or at least a friend. Call us while you're thinking about it.



**ATLAS CHEMICAL  
INDUSTRIES, INC.**

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