

How to add mouth-feel appeal to your drinks.



Hercules Cellulose Gum... just add it to fruit drinks, or low-calorie beverages, or nearly any other drink you can name. You'll not only please more palates with new mouth-feel appeal but with smoother flavor too. And you'll do it without adding one calorie.

Get the full story on how to put more feeling in your drinks with Hercules Cellulose Gum. Just fill out and send in the coupon.



**We're in the
thick of things**



Coatings & Specialty Products Dept.
Hercules Incorporated
Wilmington, Delaware 19899

Please send me:

- ☐ Bulletin VC-479 on Cellulose Gum for fruit drinks
☐ Bulletin VC-454C on Cellulose Gum for low-calorie beverages

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____