

**At P&G,
we're putting
together
solutions to your
future
fatty acid needs.
Join us now.**

We're not waiting for the future to help you plan for the future. We're developing fatty acid options for you right now. If you use tall oil derived fatty acids, oleic acids or stripped fatty acids, sit down with us. Let us tell you about backup systems that could help you stay clear of raw material cost or availability problems both in the future, and today, too.

What's more, some of our alternative programs could end up saving you money as well.

Years of experience with fats and oils have gone into in-depth studies of raw material markets—the current availabilities...the long-range prospects. We're studying industries that use fatty acids. We're testing new products...forming and evaluating new ideas...working along with people like you and finding some exciting answers.

Examples? Take tall oil. We're replacing tall oil products in liquid soaps, emulsifiers, intermediates. Take oleic acid. In some of its applications, we're substituting P&G fatty acids that are more available—and often less expensive, too.

Take stripped coconut. For users in cosmetics, chemical intermediates and coatings, our fatty acids are already being substituted successfully. And they're often costing less.

Whatever your fatty acid need, we'd like to help you put together the best solutions for the future.

Just write on your letterhead to: Procter & Gamble, Industrial Chemicals Sales Dept., P.O. Box 599, Cincinnati, Ohio 45201. In Europe, Procter & Gamble, Industrial Chemicals Sales Dept., P.O. Box 9, Hayes Gate House, Hayes, Middlesex, England.

