

Pfizer Sorbitol is going into more and more products. So we're making more and more of it.

In fact, we're making the purest liquid form, and a wide range of mesh cuts in the dry form with the high compressibility necessary for tablets or candies—and we're expanding our capacity for all forms.

Sorbitol is an ideal sweetener for dietetic products. It's got a pleasant cooling taste and imparts body and a velvety-smooth mouthfeel to your

products. And it does not promote tooth decay. It is a versatile humectant, protecting against drying or moisture loss in your product.

As you find more uses for Sorbitol in keeping products moist and sweet—from candies and baked goods to tobacco and toothpaste—count on Pfizer to make exactly the right form for your every need.

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Pfizer Inc., Chemicals Division
235 East 42nd Street,
New York, N. Y. 10017

Attention: Mr. D. H. Flaherty

Please send me a sample of

Pfizer Sorbitol ☐ Solution
☐ Crystalline
☐ Literature

My application is: _____

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Food has a better future with **Pfizer**

