

STOP



THE DIET-SHOPPER WITH

SUCARYL[®]

(CYCLAMATE, ABBOTT)

She won't (or can't) eat sugar-sweetened foods

She knows SUCARYL, she's used it in her home

She's part of the huge new market for your SUCARYL-sweetened line

36,000,000 overweight and diabetics—that's one out of every four persons. People who want sweet foods without the penalty of added calories. People who will buy—*actually shop for*—your SUCARYL-labeled line.

They'll buy because they're pre-sold. Magazines and newspapers reaching practically every home in the nation did that for you. Home-use of SUCARYL by millions did it, too. Through this wide-spread publicity and actual use, people know SUCARYL gives them what they want: *true, clean, sugar-like sweetness without added calories or tell-tale bitterness.*

To those who act now, while the market is new, busy—growing—the opportunities for a new plus-profit line of business are both plentiful and practical. Your next move? Write today to Chemical Sales Division, Abbott Laboratories, North Chicago, Ill.

Abbott

