

while her mind's on her waistline

sell her your own
SUCARYL®-sweetened
food products

Bathroom scales do a daily job of reminding overweights about SUCARYL—the non-fattening way to satisfy that “sweet-tooth”. This means a dietetic market that actually sells itself on buying—day after day!

This is a big market . . . a fast-growing market. More important it is a *pre-sold* market. Most people know about SUCARYL. They'll shop for SUCARYL-sweetened products, they'll pay more for them—and they'll come back for them, week after week.

Have this market shopping for *your* line of non-fattening foods. Right now, timing and public interest are in your favor. Start by getting the facts, *today*. Send for a free copy of “Making the Most of the Dietetic Market with SUCARYL.” Write to: Chemical Sales Division, Abbott Laboratories, North Chicago, Ill. *Abbott*

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