

HYDROX PREFERRED

Why do discriminating buyers, people who value good things to eat, prefer Hydrox?

Is the preference of these people based on the finer taste of Hydrox—its greater richness—its higher food value? Or is it the combination of *all* these things PLUS certain definite values not necessarily evident to taste, but unmistakably contributing to the excellence and healthfulness of the product—those certain hidden values for which only the integrity of the manufacturer is responsible?

Why does Hydrox put *more* pure, rich cream into its Ice Cream than the laws of this state or the laws of any other state require?

Why does Hydrox use only *pure fruits* and *flavors* instead of extracts when there is no law in any state to demand it?

Why does Hydrox freeze its Ice Cream in a *sterile* atmosphere?

Why does Hydrox sell *more* Ice Cream than the combined output of all the manufacturers in many large cities—cities as large, for example, as Kansas City, Milwaukee and Minneapolis?

WHY? Because when the people know that Hydrox prefers to do far more than any law demands, Hydrox becomes preferred.

There Is a HYDROX Agency Near Your Home

HYDROX
ICE CREAM the universal food

DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION