

Should Ice Cream Be Graded?

If Ice Cream were graded you would *always* buy it according to brand—just as you buy “Extra Creamery” butter, or “Strictly Fresh” eggs when you want highest quality.

Standards are maintained for your protection. Yet such an important food-product as ice cream is not sold to you by grade.

Ever think of that?

When you do not *insist* upon a *Particular Brand* of ice cream, but, instead, permit a dealer to substitute an inferior brand—you accord him a privilege you would not think of granting in the case of butter or eggs.

The fact that *Hydrox* Ice Cream is “*Carbonated*”—frozen in an atmosphere a hundred times purer than air—should mean much to you from the standpoint of *Purity*. The fact that “*Carbonation*” intensifies flavor should interest you keenly so far as *Deliciousness* is concerned. And the fact that *Hydrox* Ice Cream contains more pure cream than the Law of this or any other State requires should satisfy you absolutely on the score of high *Food Value*.

“*Hydrox*” is to ice cream what “Extra Creamery” is to butter, what “Strictly Fresh” is to eggs. *But with this one difference*—it costs no more than other brands, about which there may be some doubt. Were dealers to grade the ice cream you buy, you would know which brand gave you the most value for your money. Your dealer understands this perfectly.

There Is a HYDROX Agency Near Your Home

HYDROX
ICE CREAM

the
Universal
food

DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION