

# What are the Hidden Food Values in HYDROX?

*What are Those Values for Which Only the Integrity of the Manufacturer are Responsible?*

Your taste will tell you that Hydrox is better than any other Ice Cream you can purchase in your locality. But your chemist will tell you that there are food values—hidden values—values not readily discernible to taste—values that the integrity of the manufacturer alone is responsible for.

What are these values?

*First* of all: The immeasurable value of more pure, rich cream—more of it than the laws of this state or the laws of any other state require.

*Second*: The definite value of pure fruits and flavors instead of the false value of synthetic flavors and extracts.

*And Third*: The energetic, positive value of pure cane sugar instead of the insipid, illusionary value of glucose. These are the reasons why the food values in Hydrox, both in quality and quantity—both discernible and indiscernible—are higher than the food values of any other Ice Cream known to the Middle West.

**SPECIAL THIS WEEK**

BANANA, PINEAPPLE *and* CHOCOLATE

**50c**

FULL QUART BRICK

*PURER BECAUSE CARBONATED*

There Is a HYDROX Agency Near Your Home



DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION