

If You Bought Eggs As You Buy Ice Cream

How Many Dealers Would Carry
"Fresh" or "Strictly Fresh" Eggs?

When you insist that your grocer sell you "Strictly Fresh" eggs, it is *you* who are doing the shopping. But when you ask your Ice Cream dealer to sell you "just ice cream" it is the *dealer* who is doing the shopping.

Are you allowing your Ice Cream dealer a privilege you wouldn't think of according your egg dealer? Are you allowing *him* to shop for *your* stomach? Of course, that would be all right if all Ice Cream were the same. But it *isn't*. Not any more than all eggs are the same. Eggs are graded. You buy them by grade. And *you* pay a premium for the *best*. Whereas, Ice Cream is *not* graded. You don't buy it by the grade. And the dealer makes a premium on the *worst*.

Hydrox is to Ice Cream what "Strictly Fresh" is to eggs.

Hydrox is the National Standard for
Purity and Goodness in Ice Cream.

SPECIAL THIS WEEK

Malted Milk Crumbles in
New York Ice Cream

50^c

Full Quart Brick

There Is a HYDROX Agency Near Your Home

HYDROX
ICE CREAM the
Universal
food

DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION