

Only Hydrox Is "Just as Good" as Hydrox

Substitution, even in ordinary materials is a confession of inferiority. "Just as good" invariably means "Not as good."

HYDROX is standard for quality in Ice Cream. HYDROX, in association with the great National Dairy Products Corporation, sets the standard for 20% of all the ice cream eaten by America.

Only HYDROX is "just as good" as HYDROX. Play safe with the national standard for quality in Ice Cream. Insist upon getting HYDROX.

SPECIAL THIS WEEK

Butterscotch in New York

50c Full Quart Brick

There is a HYDROX Agency Near Your Home

HYDROX
ICE CREAM *the
Universal
food*

DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION