

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 grade. And the *dealer* makes a premium on the *worst*.

SPECIAL THIS WEEK

Fruit Salad in Vanilla Ice Cream

50c Full Quart Brick

There is a HYDROX Agency Near Your Home

HYDROX
ICE CREAM the
Universal
food

DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION