

IF A DEALER doesn't *pay* as much for other Ice Cream as he would have to pay for Hydrox, why should he *charge* as much?

Some dealers don't. They buy a cheaper product and offer it at a lower price. That's fair enough.

Other dealers do. They pay *less* and they charge you the *same*. That's no fair.

Hydrox Ice Cream is made with far more pure cream than the State Food Law requires. And pure cream costs money.

SPECIAL THIS WEEK

Chocolate Brittle in New York 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