



## Ice Cream is Rich in Food Value

Extracts from an address delivered by Dr. Bundeson, Chicago, Commissioner of Health, at the Detroit Convention:

"Ice cream is Concentrated milk.

"That is why ice cream is classed as an essential food along with beefsteak, milk, eggs, butter and other staple articles of diet.

"Ice cream Contains butter fat, proteins, minerals and other solids of milk as well as sugar.

"This is why ice cream is highly nutritious and of high caloric value as a food.

"Ice cream contains all the vitamins and is especially rich in Vitamin A.

"This is why ice cream is one of the essential foods for growth and development of the body.

"Vitamin A is a cure and a prevention of Rickets, a disease that affects the bones and nutrition of children.

"This is why ice cream is of prime importance as a food for children.

"Ice cream has a high protein content and these proteins are the best obtainable.

"This is why ice cream is a good builder of muscles and other tissues of the body.

"Ice cream contains easily digestible fats and sugar.

"This is why ice cream furnishes heat and energy to the body and vigor to the body and brain.

"Ice cream is rich in lime and other minerals.

"This is why ice cream is a good food to make strong bones and sound teeth in children.

"Athletes have ice cream regularly as part of their training diet.

"This is how leaders in strenuous sports and games maintain their strength and stamina during gruelling contests.

"Ice cream once a day is a comparatively inexpensive health food and produces vim, vigor and greater efficiency."

*Favor the dealer who thinks enough of your patronage to feature one of the following quality brands of ice cream. This week, for your pleasure, he has:*

Hazelwood Ice Cream.....Portland, Oregon  
 Honeydew Ice Cream.....Tacoma, Washington  
 Kimball's Ice Cream.....McMinnville, Oregon  
 Maid of Vienna Ice Cream.....Vancouver, Wn.  
 Mt. Hood Ice Cream.....Portland, Oregon  
 Olympic Ice Cream.....Tacoma, Washington  
 Polar Ice Cream.....Centralia, Washington  
 Spauld's Ice Cream.....Seattle, Washington

**Special Week End Brick**  
**ORANGE TORTONI ICE CREAM**  
**VANILLA ICE CREAM**  
**BLACK WALNUT SOUFFLE ICE CREAM**

Velvet Ice Cream.....Everett, Washington  
 Velvet Ice Cream.....Seattle, Washington  
 Velvet Ice Cream.....Tacoma, Washington  
 Weatherly Ice Cream.....Portland, Oregon  
 Weatherly Ice Cream.....Astoria, Oregon  
 Weatherly Ice Cream.....Salem, Oregon  
 White Clover Ice Cream.....Portland, Oregon