

Courtesy of Washington Square Book Shop, Inc.

... Nutrition

Here's what an average serving of vanilla Ice Cream provides:

Minerals: An important part of an adult's daily requirement for calcium, phosphorus and other minerals found in milk.

Vitamins: Riboflavin and Vitamin A in significant amounts.

Proteins: The same high-quality tissue-building proteins found in milk.

... Flavor

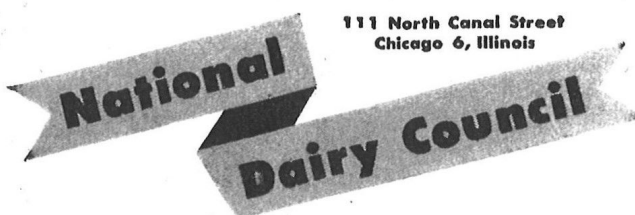
Ice Cream suits every appetite, every occasion. Around the world it is enthusiastically received.

Ice Cream's attractive appearance gives promise of taste delight; its rich, satisfying flavor fulfills that promise. These qualities, plus its never-ending versatility, make Ice Cream a universal favorite.

Nutrition and flavor combine to earn for Ice Cream the appreciation of everyone interested in the nation's health and welfare program.

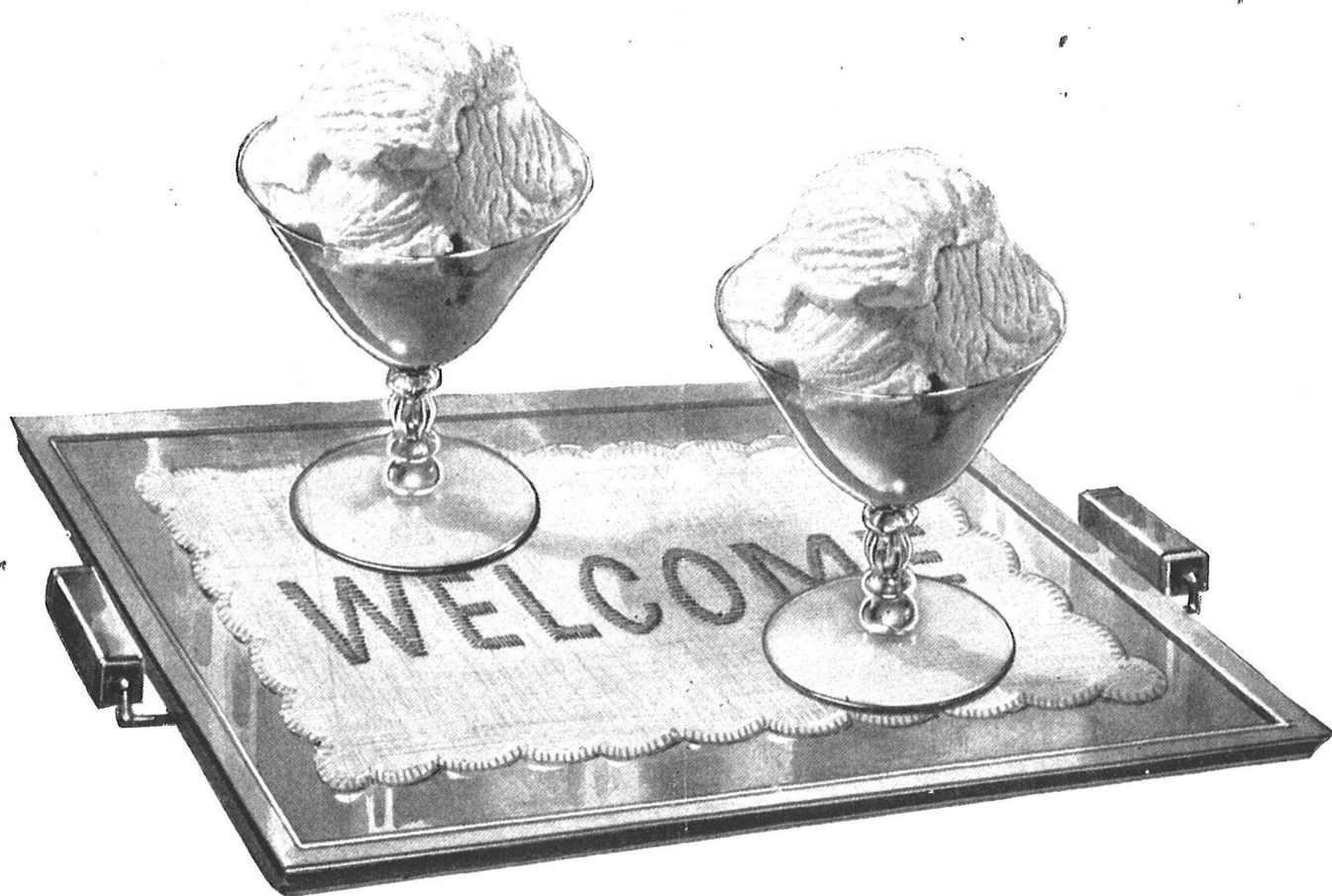


The presence of this Seal indicates that all nutritional statements in this advertisement have been found acceptable by the Council on Foods and Nutrition of the American Medical Association.



* Since 1918 . . . the National Dairy Council, a non-profit organization, has been devoted to nutritional research and to education in the use of dairy products.

ICE CREAM is doubly welcome



It's Delicious!

Of *course* ice cream is delicious! That's why it's such a favorite with everybody. People just naturally enjoy ice cream's pleasing flavors, creamy texture, and cool refreshment.

Yes, ice cream is popular because it tastes so good. But it's mighty nourishing food, as well!

It's Nutritious!

Nutritious? Right! There's nourishment and to spare in ice cream!

An average serving of vanilla ice cream provides about $\frac{1}{8}$ of the calcium needed by an adult daily and also contributes vitamin A and riboflavin.

Worth considering, don't you think? Worth eating, too!

Nutritional value and delicious flavor account for the invaluable role played by ice cream in our nation's health and welfare program.



The presence of this Seal indicates that all nutritional statements in this advertisement have been found acceptable by the Council on Foods and Nutrition of the American Medical Association.

National

Dairy Council

111 North Canal Street
Chicago 6, Illinois

Since 1918 . . . the National Dairy Council, a non-profit organization, has been devoted to nutritional research and to education in the use of dairy products.