

# A NEW RECORD IN MILK AND CREAM PURITY

**N**EVER before, to our knowledge has such a high standard of MILK PURITY IN ICE CREAM been attained in Harrisburg as that shown by the last analysis of our product made by George R. Moffitt, M. D., the City's Board of Health Bacteriologist. Here is a reproduction of his report.

GEORGE R. MOFFITT, M. D.  
LABORATORY OF BACTERIOLOGY  
PATHOLOGY AND CLINICAL CHEMISTRY  
300 FIVE STREET

HARRISBURG, PA., Dec. 26, 1914

Hershey Creamery Co.,  
Harrisburg, Pa.  
Gentlemen:-

The report of the bacteriological examination of ice-cream sample submitted to me by you on Dec. 22, 1914 is as follows:-

Average number of bacteria per cubic centimeter, as shown by 1 c.c. inoculations of various dilutions of sample in agar-agar plates and incubated at 37° C. for 48 hours and at 20° C. for 24 hours: 375,000.

Harmless bacteria.

Number of colon bacilli per cubic centimeter as shown by 1 c.c. inoculations of 1-100 dilutions of sample in special Ende medium: 0.

Not one harmful bacteria.

Five fermentation tubes of glucose bouillon each inoculated with 1 c.c. of a 1-100 dilution of sample showed gas production as follows:-

Tube No. 1: 0  
Tube No. 2: 0  
Tube No. 3: Trace  
Tube No. 4: 0  
Tube No. 5: Trace

Fat: 11.65%

Note the high fat percentage due to the great amount of cream used by us. State and City laws demand only 8 per cent.

*George R. Moffitt*

All milk contains SOME bacteria, but all bacteria are not harmful. The dangerous bacteria are the COLON Bacilli; which contain the deadly typhoid, tuberculosis, scarlet fever and other pathogenic germs. It will be noted that in the above test there is a complete absence of the Colon Bacilli---evidencing PERFECT PURITY.

If all milk products were as pure as these used in Hershey's "All Cream" Ice Cream, Una Clayton would have to seek a new act. For the sake of your family's health you should

**Demand Hershey's Pure "All Cream" ICE CREAM**

*Costs No More Than The Impure Kind*

## HERSHEY CREAMERY CO.

Both 'Phones

SOUTH CAMERON STREET

Prompt Delivery Service