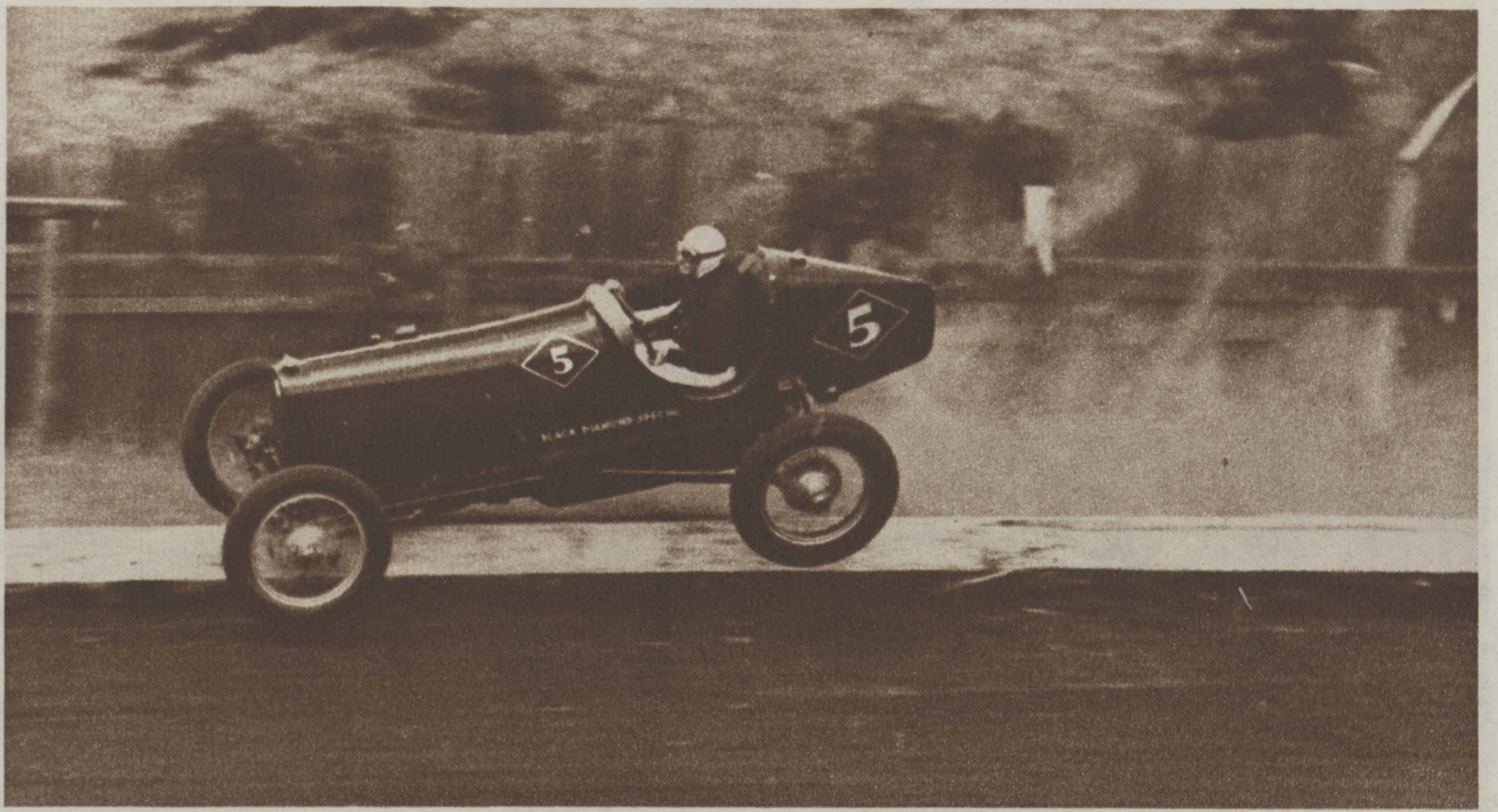




A KISS FROM PRESIDENT LEBRUN at a Parisian fete. (Acme photo.)



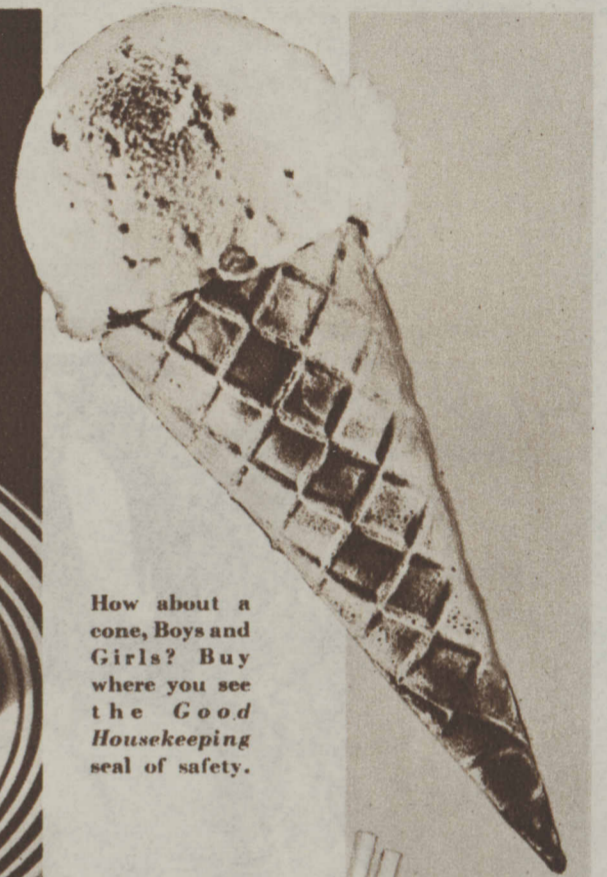
BLOWOUT THRILLER in a Hohokus, N. J., race has only a splintered guard rail as consequence. (Associated Press photo.)



A MUCH MOULDED GOWN of crepe back satin with cowl back decollete and flaring skirt that breaks into a brief train is modeled by Madeleine Carroll of the films.



BONESHAKER—Dwight Hardwick of Seattle on an early handmade bicycle. (Acme photo.)



How about a cone, Boys and Girls? Buy where you see the Good Housekeeping seal of safety.



Good ice cream improves a soda or a milkshake. Be sure it's the brand Good Housekeeping approves.



Don't forget the energy-value of a sundae, made with ice cream approved by Good Housekeeping.

## "GOOD HOUSEKEEPING" awards its seal to local ice cream

After searching investigation, famous scientific bureau gives you an extra reason for eating this grand ice cream

distinguished for purity, cleanliness, strict laboratory-control, freshness, and quality of ingredients.

YOU who already know the joy of dipping your spoon into a plate of this smooth, cool, tasty food will not be surprised. But it's nice to know this very fussy group of scientists has confirmed your good judgment.

Good ice cream, let us remind you, is not merely a festive dessert for now-and-then use. It's good any time, party or not. It is stored with the body-building vitamins of sweet cream, fresh from sparkling dairies; the quick energy of pure sugar; the nourishment of fresh fruits and meaty nuts; and the zest of true, natural flavors.

The Good Housekeeping seal of approval is not given lightly. In fact, no ice cream ever enjoyed this honor before. It means ice cream

Here, then, is the ice cream approved by Good Housekeeping to wear its seal of safety.

★ HYDROX      ★ CHAPPELL'S  
★ ALLEN'S      ★ THOMPSON'S



Wouldn't you like a plate this very minute? Strawberry, say, with the unmistakable flavor of fresh-crushed berries all through it. Or chocolate, smooth as fudge, with true, deep flavor. Or vanilla, made with real vanilla flavoring. Or some special flavor your dealer may have today. Come on and have some. Make it a daily habit of health and pleasure.

LOOK FOR THE "GOOD HOUSEKEEPING" SEAL



... in the store ... on the package ... on the carry-out carton. It's really quite important. Here's why: You want the best ice cream your money can buy. Naturally! Ice cream as wholesome as it is flavorful. Ice cream from plants and stores as clean as your own kitchen. Such ice cream is made under a brand you know ... and trust. See your nearest dealer (or phone him) and enjoy this ice cream regularly ... in factory-filled pint packages, in bulk (packed by your dealer), in cones, sundaes, ice cream sodas, and special forms. As an extra guarantee of goodness, be sure you see the "Good Housekeeping" seal of safety. The first to secure "Good Housekeeping's" approval, you can get this ice cream NOW.