WHY WORRY ABOUT DESSERTS? HAVEN'T YOU HEARD ABOUT THE MARVELOUS NEW JIFFY WAY TO MAKE REAL ICE CREAM AT HOME?

OH BOY! LEAD ME TO IT. I'LL GIVE DAN AND THE CHILDREN A REAL TREAT TOMORROW!

BUT YOU MUST TRY THIS NEW KIND WITH ANYTHING YOU'VE TRIED MARY. FRIZZ GIVES YOU DELICIOUSLY SMOOTH REAL ICE CREAM.

SWELL! I'LL ORDER A BOTTLE TOMORROW MORNING!

AND THE NEXT NIGHT—LOOK AT THOSE SMILES!

GEE, MOM— THIS IS SWELL ICE CREAM CAN I HAVE SOME MORE?

OF COURSE YOU CAN DEAR—IT'S VERY GOOD FOR YOU!

HONEY—THE KIDS ARE RIGHT—THAT'S THE BEST ICE CREAM I'VE EVER TASTED WHERE DID YOU BUY IT?

I WANT MORE TOO, MOTHER!

I MADE IT MYSELF WITH FRIZZ. IT'S A MARVELOUS NEW ICE CREAM THAT'S BOTTLED AT THE DAIRY AND IT COSTS SO MUCH LESS. WE CAN AFFORD TO SERVE ICE CREAM EVERY DAY!

IT'S SO EASY TO MAKE PURE DELICIOUS ICE CREAM WITH FRIZZ

1. Pour one bottle of FRIZZ into refrigerator freezing tray. Chill and freezing cream on sides and bottom of tray.

2. Pack FRIZZ in mixing bowl of about 1 quart capacity. While vigorously full cream with egg beater or electric beater.

3. Pour FRIZZ back into refrigerator tray. Chill thoroughly. Prepare, stirring, large leaves of ice cream and serve.

NOW IT TAKES LESS TIME AND MONEY TO GIVE YOUR FAMILY SMOOTHER, RICHER, TASTIER ICE CREAM WITH FRIZZ—IT'S DAIRY-BOTTLED!

IT'S EASY, now, to make real ice cream at home! FRIZZ, the amazing new dairy-bottled ice cream, solves your dessert problem. The quick, beautiful, economical way. FRIZZ ice cream is pure—actually made with Grade A milk and cream—contains 50% more muscle-building protein and 20% more butterfat than average ice cream—it's smoother, richer, better-tasting—yet it costs only 29 cents a bottle—makes a full quart.

Not a Powder—It's Dairy-Bottled

FRIZZ is not a powder mix, not a tablet mix—but an entirely new kind of ice cream in bottles, prepared by your dairy and sold by your milkman. It's as easy as A B C, to make delicious ice cream with FRIZZ. You chill it in your mechanical refrigerator—not mix, no muss, nothing to add. Then whip it in a mixing bowl, pour back in your refrigerator tray—and when it's frozen, you'll have a quart of the best ice cream you ever tasted. How your family will love it—how the children will thrive on it!

Perfect Results Every Time

You're never disappointed with FRIZZ. Follow the simple directions and you get perfect ice cream every time—so quickly, for so little money and time, that you can give your family this nutritious food several times a week. FRIZZ ice cream keeps well, too. Try FRIZZ tomorrow, sure! Use the handy coupon below to order it today from your milkman. "FRIZZ is just as easy to make in your ice cream freezer—see instructions in the FRIZZ recipe booklet."

New!

EASY WAY TO MAKE REAL ICE CREAM AT HOME

FRIZZ is easy to order! Just mark this coupon and leave it for your milkman.

FRIZZ IS EASY TO ORDER! JUST MARK THIS COUPON AND LEAVE IT FOR YOUR MILKMAN

Only 29¢ a bottle ONE BOTTLE MAKES ONE QUART

PLEASE LEAVE ___________ BOTTLES OF FRIZZ

□ Check here if you want your milkman to get you a copy of the FRIZZ RECIPE BOOKLET—56 delicious ways to serve FRIZZ, together with complete instructions for making.

NAME __________________________

STREET ____________________________

CITY ____________________________ STATE ____________________________

ORDER FRIZZ FROM YOUR MILKMAN

FRIZZ IN BOTTLES

THE NEW WAY TO MAKE REAL ICE CREAM AT HOME

This is the trade mark of Ice Cream Products, Inc., owning the milk ingredients used in making the product.