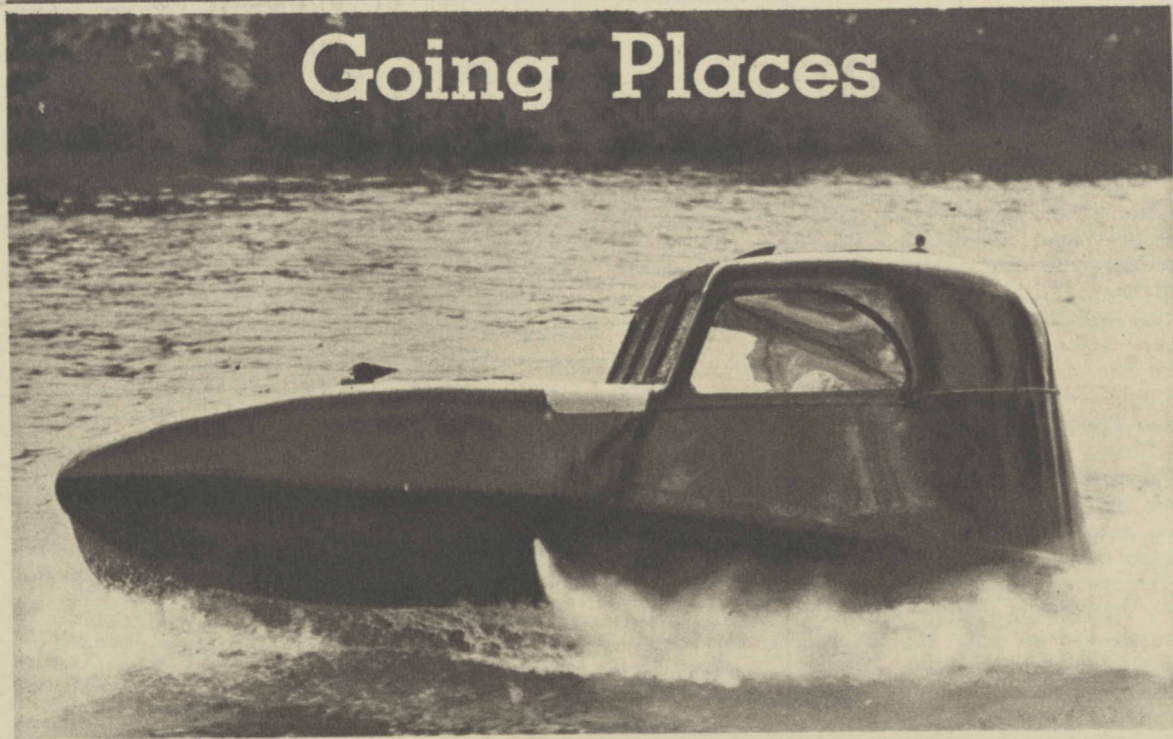
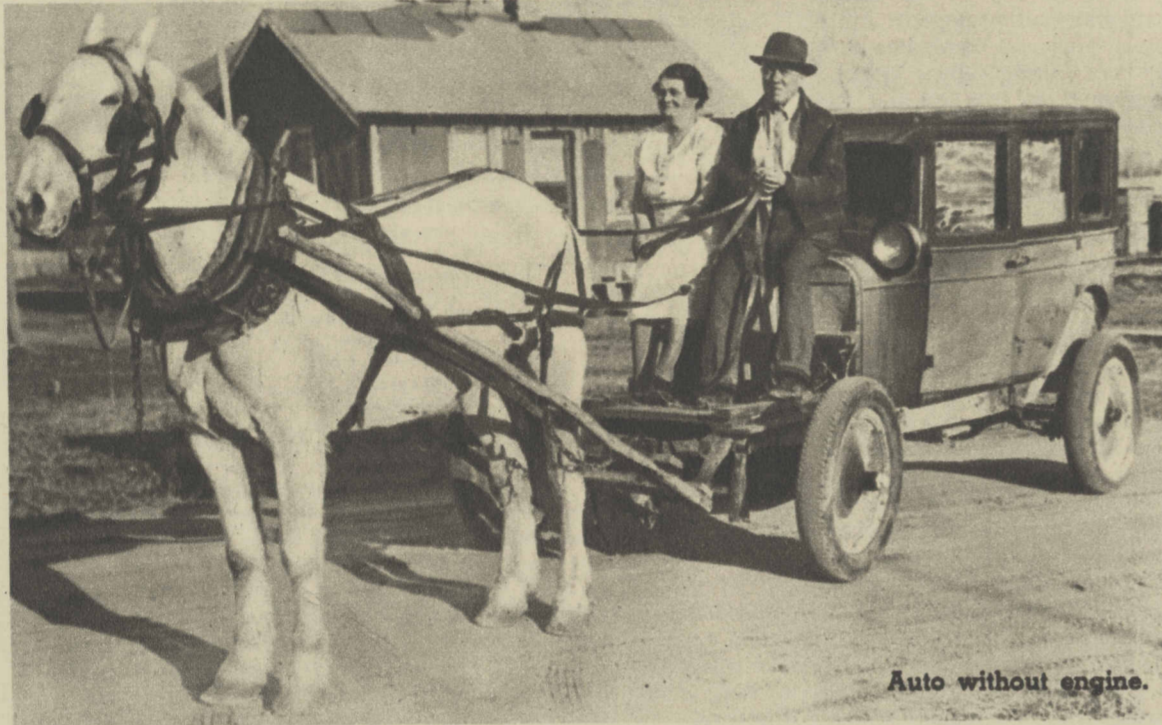


Going Places



(Acme photos.)

Auto without wheels—a London police motor boat.



Auto without engine.



(Acme photos.)

Cast in the same mold.



Alsatian women.

NEW, EASY WAY TO MAKE REAL ICE CREAM AT HOME!

Nothing to add. Just chill—whip—freeze. Try Frizz—it's richer, creamier, tastier. Perfect results every time. Saves you money! It's dairy bottled—delivered to you by your milkman.



Only 29¢ a bottle ONE BOTTLE MAKES ONE QUART



It's easy, now, to make real ice cream at home! FRIZZ, the amazing new dairy-bottled ice cream, solves your dessert and party problems the sure, healthful, economical way.

Richer—20% More Butterfat

FRIZZ is pure as your Grade A milk. It's dairy-made with 79% Grade A cream, 7% additional Grade A milk solids, 14% pure cane sugar and real Bourbon vanilla. FRIZZ ice cream contains 20% more butterfat, 50% more muscle-building protein—is richer, creamier, better-tasting—yet costs only 29 cents a quart!

Easy to Buy—Easy to Make

Nothing like FRIZZ has ever been sold before. Your dairy makes it, your milkman brings it to your door. It's easy as A B C to make delicious ice cream, in your own refrigerator or hand freezer, with FRIZZ. Nothing to add—just (1) chill, (2) whip and (3) freeze, as shown at left.

No Waste—You Save Money

You're never disappointed with FRIZZ. It makes perfect ice cream every time, for so little money you can afford it several times a week. Keep a trayful in your refrigerator—no waste. Try FRIZZ tomorrow sure! Order it from your milkman—mark the coupon and leave it in an empty milk bottle. If your milkman can't deliver FRIZZ promptly, drop a card to Ice Cream Products, Inc., 564 W. Randolph St., Chicago. They will see that you get FRIZZ immediately.



1. CHILL. Pour pint bottle of FRIZZ into refrigerator ice cube tray. Chill until freezing starts on sides of tray.



2. WHIP. Put FRIZZ in bowl of 1 quart capacity. Whip vigorously to full quart with electric or hand beater.



3. FREEZE. Pour FRIZZ back into tray. Place in freezing compartment. Leave until completely frozen.

CONVENIENT! JUST ORDER FRIZZ FROM YOUR MILKMAN

PLEASE LEAVE.....BOTTLES OF FRIZZ

Check here if you want your milkman to get you a copy of the FRIZZ RECIPE BOOKLET—36 delicious ways to serve FRIZZ, together with complete instructions for making.

NAME.....

STREET.....

CITY..... STATE.....

FRIZZ is a trademark of Ice Cream Products, Inc., Chicago, Ill., covering milk ingredients used in making this product.

FRIZZ

IN BOTTLES

THE NEW WAY TO MAKE REAL ICE CREAM AT HOME

Is your dog always scratching?

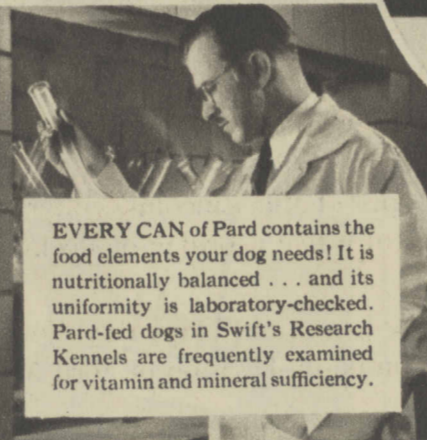
Skin irritation, excess shedding and other common ailments usually due to faulty diet... these troubles unknown among 230 dogs raised by Swift on exclusive diet of PARD!

In an unprecedented test at Swift's Research Kennels, 4 consecutive generations of pedigreed dogs have been raised on an exclusive diet of Pard and water. Growth, conformation to breed, and general health of the 230 dogs has been well above normal!

And from this great feeding experiment comes a most significant clue to your own dog's health. Not a single one of these Pard-fed dogs has ever suffered from excessive shedding, dietary skin irritation, listlessness, loss of appetite—or any of the other common ailments which leading veterinarians say are largely caused by faulty feeding!

To prevent these troubles, many veterinarians urge Pard feeding. Put your dog on Pard now, to keep him permanently healthy!

A SWIFT & COMPANY PRODUCT



EVERY CAN of Pard contains the food elements your dog needs! It is nutritionally balanced... and its uniformity is laboratory-checked. Pard-fed dogs in Swift's Research Kennels are frequently examined for vitamin and mineral sufficiency.



HIT-OR-MISS FEEDING CONDEMNED BY MANY LEADING VETERINARIANS. RECOMMEND PARD. Dr. V. M. H... of Illinois, says: "Nervousness, excessive shedding, and skin irritations are, in 9 cases out of 10, caused by malnutrition due to hit-or-miss feeding." In such cases, Dr. H... recommends Pard exclusively.

PARD

...SWIFT'S NUTRITIONALLY BALANCED DOG FOOD



At right: Shampoo for a beauty queen, Katherine Wilson.



Abyssinia-bound workers rehear...