

NEUE INSERATE
der Mills Novelty Co., Chicago

ba! ba! black sheep



The black sheep of the ice cream business are Dipping Losses, Uncertain Quality, and Missing Profits. But unlike other black sheep, these black sheep don't have to be endured! A Mills Freezer in your store will chase them scampering away for once and all. We have the world's largest line of counter ice cream freezers, with a fine, low priced model to suit your requirements exactly. Write our Merchandising Department for an expert analysis of your profit opportunity—it's FREE! Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

*** write ***

FOR FREE ICE CREAM MERCHANDISING ANALYSIS

NEW ADVERTISEMENTS
issued by the Mills Novelty Co., Chicago

MILLS NOVELTY COMPANY

"World's Largest Line of Counter Ice Cream Freezers"

4100 FULLERTON AVE., CHICAGO, ILL.

Dear Sir:

How would you like to have your Ice Cream Merchandising Opportunity analyzed by an expert? It will cost you nothing and no doubt open your eyes to immense profits that are now escaping you. Simply stick your label to this ad, tear it out, and mail it back to me. This service is FREE!

Ralph Mills, V.P.

MILLS NOVELTY COMPANY

REAR VIEW OF A
REGULAR CUSTOMER



MILLS FREEZER

made this customer regular because it was able to supply her with the kind of ice cream you can't buy from the factory. Ice cream frozen on a Mills Freezer tastes fresh because it is fresh. It has personality that is recognized, prized by the whole community. It makes possible a dazzling menu of soft specialties—the new rage in fountain delights. The stylish, efficient, modern Mills Freezer is priced very low, sold on small, easy payments. Let us quote you prices.

Write today for free merchandising analysis of your ice cream sales.

MILLS NOVELTY CO.

4100 Fullerton Ave., Chicago, Ill.

Established 1889