



Mills Novelty Company Chicago

You will think you're in heaven when the profits start rolling in from Frosted Malted and Freeze Fresh Ice Cream.

A 10c serving of Frosted Malted yields a profit of 10c. A Mills Freeze produces remarkable ice cream at the ordinary cost, so you can sell it at three to five times ordinary profit. All the facts are in our Free Book, "Bigger Ice Cream Profits." Write to



FREE BOOK FOR EXECUTIVES. Every executive in the refrigeration industry should have a copy of our elaborate new book "WHY." Contains full of interesting compressor data and containing some of the most unusual photographs you have ever seen. It's a book you will save! A request on your letterhead brings it without further obligation.



• Write today to MILLS NOVELTY COMPANY, 4100 Fullerton Ave., Chicago, Illinois



PURRR!

Customers purr like kittens when they taste delicious freezer-fresh ice cream. *The best freezer freezes the best ice cream!* The Mills Counter Freezer has been designed to produce that better quality so near to the hearts of your customers. It's the horizontal type and has extra freezing capacity. Mills all steel chassis, excess insulation, direct expansion refrigeration and own make compressor all combine to give you a superbly efficient freezer that makes your ice cream the "talk of the town." Thousands of our freezer customers have increased their ice cream sales from 100% to 500%. Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

Without obligation, please send me your big free book, "Bigger Ice Cream Profits." Mail to Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Your Name _____
Address _____
Town _____
County _____ State _____



Inserate

Advertisements

Die amerikanische Firma Mills Novelty Company verkauft Automaten und alle möglichen Dienst-Maschinen, deren Mechanismus jenen Punkt der Vervollkommnung erreicht zu haben scheint, wo der Mensch ersetzt und die Welt ohne ihn regiert werden kann. Ein etwas beängstigender Ausblick. Er wird jedoch auf wohlthuende Weise umgewandelt durch die Art, wie die Firma für

The American Mills Novelty Company sell slot-machines and amusement machines of every possible kind, the mechanism of which would appear to have reached that peak of efficiency where man's service can be dispensed with in the world. A somewhat fearsome prospect! Anxious minds, however, are soon set at rest by the fascinating manner in which the Company advertise their slot-machines