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## Introducing to Philadelphia：－

## a new and better way of buying ice cream－in machine－filled packages． Untouched by hands，from freezer to you

$\mathrm{A}^{\text {BBOTTS Alderney Dairies（known to Philadelphia }}$ $\mathbf{A}_{\text {since 1877）sold its first quart of ice cream only } 18}$ months ago．Today，Abbotts is one of Philadelphia hree largest producers of ice cream．

The reasons for this remarkable success：We control through Abbotts Alderney Dairies，the source of our materials；we use only the purest and choicest mater ials；we test them in our completely－equipped labora－ tories－in short，we have made every possible effort to give Philadelphians ice cream of highest quality．

We now offer you a method of packaging ice cream that is worthy of the product itself－a sanitary paraffined carton，into which Abbotts Ice Cream is filled direct from the freezer，untouched by hand． We have the exclusive patent－right to the method that does this work．

No waiting at the store．Abbotts is ready－packed for you，in quart and pint sizes anc your favorite flavor．

Buy Abbotts Ice Cream before，not during meals， The＂sanitary carton＂can be carried home and kept in your ice box till dessert is served．

You alwaýs get full measure．
The trim package of Abbotts enables you to divide a pint into three even portions，or a quart into six．Makes serving much easier－and more dainty．

And in spite of the greater value that you re－ ceive，in convenience and absolute protection，you pay no more for Abbotts Ice Cream in machine－filled packages than for ice cream bought the old way．

Both we and our dealers are cooperating in order to give you better service without extra charge．Begin mere often．Remembe machine－filled package－untouched by hands，from

