

Apartments at the Rittenhouse


Rittenhouse Hotel 22d and Chestrut


# To Celebrate Our First Anniversary - Wè Have <br> Prepared For You A Special Anniversary Treat BISCUIT TORTONI <br> IN.BOTH LOOSE.E BRICK.IFORM 

A BIRTHDAY TREAT! And what a rare delight-one truly worthy of the occasion. For if any dish deserves to be called the ice cream de luxe-that honor must be bestowed on Biscuit Tortoni.

In fashionable hotels and restau-rants-under the soft glow of shaded lamps-Biscuit Tortoni, the aristocrat of ice cream, is served.

No ice cream manufacturer has ever attempted to make Biscuit Tortoni for popular, every-day use. The pure, delicious ingredients that go into the making of it are too expensive.

But who cares for cost when one gives a Birthday Party ? Not you, nor we. So our treat to you is genuine Biscuit Tortoni. For one whole week-

Easter week, beginning today - you can serve this delicious dish at your table, in your own home. And at a price no higher than you have been paying for Colonial Ice Crearn in any of the tempting flavors.

Twelve months ago we started in business. And in those twelve months we have sold $8,000,000$ quarts of ice cream. The quality of Colonial Ice Cream has become a standard by which other ice creams are judged.

Today, in a city famous for its excellent ice cream, Colonial is recognized as "Philadelphia's Best."

All Colonial Ice Cream dealers will be prepared to serve you Colonial Biscuit Tortoni-loose or in bricksall during this week.

## COLONIAL ICE-CREAM ${ }^{-}$COMPANY

FOURTH AND POPLAR STREETS ~ PHHLLADELPFIIA
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