

Chill

**America's Newest Dairy Dessert Is Here
Six Months Ahead Of Time For You To Enjoy!**

• **LOW CALORIE CONTENT**

About 1/6 as much fat as in ordinary ice cream.

• **HIGH PROTEIN CONTENT**

Milk protein is substituted for cream fat.

• **SMOOTH VELVET TEXTURE**

As smooth as the most expensive ice creams.

• **PURE DAIRY DESSERT**

Made only of pure, fresh cream, milk and milk protein.

• **MORE ECONOMICAL TO BUY**

Enjoy CHILL twice as often as you enjoy ice cream.

• **MORE VITAMINS — MINERALS**

More vitamins and minerals than in ice cream.



Only 19¢ Pint

Probably the most important product developed by the Dairy Industry since ice cream was first manufactured for commercial distribution over 100 years ago is the new low fat, high protein frozen dessert we call CHILL!

It is made from pure unadulterated dairy products the same as ice cream but the fat has been reduced and pure milk protein substituted. It makes a *more healthful* product than ice cream, yet it's as smooth and as creamy and as delicious. Most important of all it only costs one-half as much to produce.

Less fat, by far, in a pint of CHILL than in an extra large glass of milk! But many more vitamins and health giving minerals.

Not just a product for the calorie conscious but a delicious frozen dairy dessert for the whole family. Available in four delicious flavors, Vanilla, Chocolate, Strawberry and Fudge Ripple.

Michigan State Law still requires packages to be marked "Sherbet" which indicates a product of low fat content, however, do not be misled by the common conception of old fashioned commercial sherbets that tend to be grainy or icy in consistency.

Try a package this week—if not completely satisfied return the empty package for a complete refund.

ON SALE IN BIRMINGHAM AND GROSSE POINTE AT

SFIRE'S FOOD STORES