

Good Humor ice cream was the hottest selling new frozen item introduced in 1973.

41 out of the top 50 chains stock it.



27 cases a week sold.

"No Drip"™ Good Humor® really moves. In one audited chain in

Memphis we recorded sales of 27 cases sold per store per week. Audits of chains in other markets reflect similar successes: like Charlotte 11 cases sold per store per week, Little Rock (15), New York (38).

Top chain sells \$5,000 a year per store.

That's your potential with Good Humor ice cream novelties. In a recent 5-market test we found that 71% of all Good Humor triers were repeat purchasers. We *know* our lickin' good taste always brings 'em back for more.

Jonathan Winters tells it on Network TV.

Jonathan Winters, our spokesman, is seen days, nights and weekends on 3 TV networks plus heavy spot TV in the top 50 markets. We reach Mom, Dad, the kids, everybody.

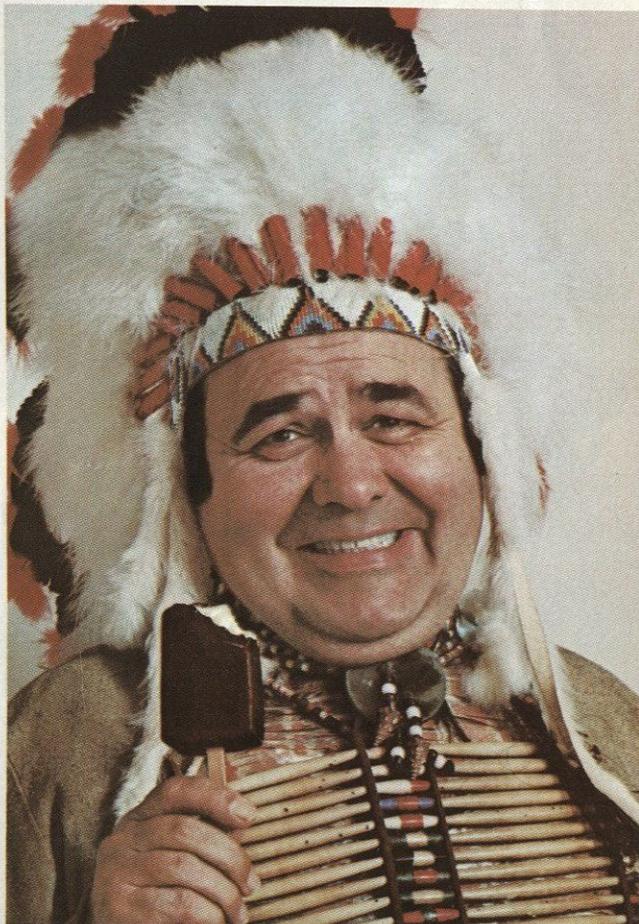
Melts slow, mothers love it.

Good Humor is the long-lasting ice cream mothers love because it melts slow, drips less. No mess. Kids love it 'cause there's more licks to the stick.

More variety equals more sales.

You'll get lots of variety with Good Humor. In fact, you'll get a total of 11 flavors that you can sell at premium prices. This means more sales dollars and profits per linear foot. For you.

Good reasons to stock delicious tasting Good Humor. And to keep right on stocking it.



Circle No. 118 on Information Card