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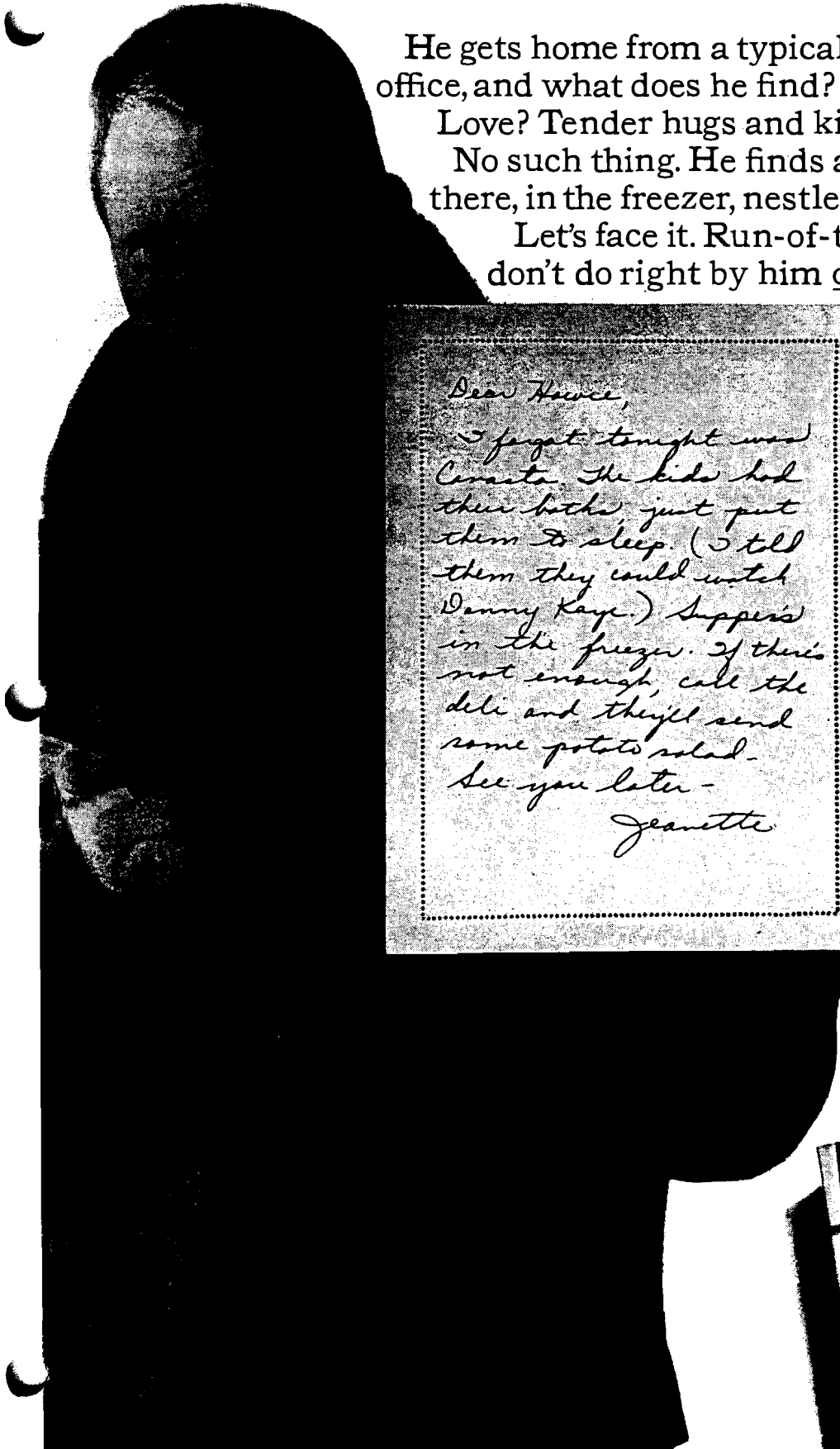
Why husbands leave home:

He gets home from a typically miserable day at the office, and what does he find?

Love? Tender hugs and kisses?

No such thing. He finds a scribbled note, and there, in the freezer, nestled among the roasts—

Let's face it. Run-of-the-mill frozen meals don't do right by him or you.



Dear Horace,
I forgot tonight was
Cerasta. The kids had
their baths, just put
them to sleep. (I tell
them they could watch
Danny Kaye.) Suppers
in the freezer. If there's
not enough, call the
deli and they'll send
some potato salad.
See you later -
Jeanette

On the other hand, Schrafft's frozen foods do. They taste like the meals you fix yourself when you have the time to really fuss.

Only they're frozen.

Take Schrafft's frozen Fish Cakes for instance. Tasty morsels of cod—mixed with potato and seasoning—surrounded by a crisp crust.

He may be angry for a little while, but then he'll taste it, and when you get home the chances are extremely good that he'll still be there.

FRANK G. SHATTUCK COMPANY



HURRY-UP MEALS YOU DON'T HAVE TO MAKE EXCUSES FOR.

SCHRAFFT'S

SCHRAFFT'S Fish Cakes, my 1966