

FARRELL'S[®]

ICE CREAM PARLOUR

RESTAURANTS



THE ORIGINAL ICE CREAM PARLOUR RESTAURANT

WE BELIEVE
IN
AMERICA



KITCHEN MENU

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IN
AMERICA



OLD-TIME FRANKS

Perhaps the most famous hot dogs in the world (next to Nero's palace poodles) were those eaten by King George VI and Queen Elizabeth, when President Roosevelt hosted a "typical American picnic." The guests came back for seconds. . . Seconds? FARRELL'S guests get Royal Treatment along with the fattest, juiciest, tastiest hot dogs in town.

1. SERVED WITH SIDE OF KRAUT 1.10
2. SERVED WITH MELTED CHEESE 1.20
With Kraut
3. CHILI HOT DOG With Side of Chopped Onions 1.50

KIDDIES MENU

10 AND UNDER (Also 65 and over)
NO MUSS, NO FUSS COMBINATIONS
(For Busy Moms)

CHOICE OF:

1. HANGERBER
2. HOT DOGGY
3. GRILLED CHEESE SAMICH

WITH FRENCH FRIES

ALL FOR 1.00

- CLOWN SUNDAY - Chocolate or Strawberry .60
KIDDIE SHAKE - Chocolate or Strawberry .60
KIDDIE SODA - Chocolate or Strawberry .60

BABY BOTTLES WARMED

BEVERAGES and SIDE ORDERS

- Tossed Green Salad (Your Favorite Dressing)
Small Size .50 Dinner Size .75
Side of French Fries (Shoestring Style)60
Soup of the Day Cup .50 Lg. Bowl .85
Our Famous Chili (Cooked Slowly with
Lean Meat and Plump Red Beans) Cup .65 Lg. Bowl 1.00
Coffee, Sanka, Iced Coffee, Tea (Hot), Tea (Iced)25
Extra Large Milk, Skimmed Milk, Chocolate Milk
and Buttermilk40
Farrell's Special Hot Chocolate covered with
Whipped Cream served in a Turkish Cup40

HAMBURGERS

FULL QUARTER POUND PURE GROUND BEEF
On Our Own Special Onion Bun.

FARRELL'S Hamburgers, are flavorful, tantalizing, tender beef, happily cradled in that most succulent of delicacies, that baker's dream of ecstasy (FANFARE!) FARRELL'S Famous Onion Roll Bun — a sure cure for hunger or heartache, a prescription for joy, goodwill, and getting back your girlfriend from any guy who buys her hamburgers down the street. In addition to the 'burgers, you get a garnish tray. Please moo at the waiter.

1. FARRELL'S BURGER ¼ lb. 1.35
With Lettuce, Tomato, Carrot Curl and Pickle
2. FARRELL'S
TERIYAKI BURGER ¼ lb. 1.50
Lettuce, Tomato, Carrot Curl and Pickle
3. FARRELL'S BURGER ¼ lb. 1.60
Melted Cheese, Bacon, Lettuce, Tomato, Carrot Curl and Pickle
4. FARRELL'S BURGER ¼ lb. 1.70
Lettuce, Tomato, Carrot Curl, Pickle and French Fries
5. FARRELL'S BURGER ¼ lb. 1.85
Cheese, Bacon, Grilled Onion, Lettuce, Tomato, Carrot Curl, Pickle and French Fries
6. FARRELL'S CHILIBURGER 1.95
Served on a plain bun Farrell's style

LUNCH and DINNER

1. FRENCH DIP SANDWICH 2.50
Thin sliced beef piled high on small French loaf. Includes French Fries and either a Tossed Green Salad or a cup of Soup.
2. BAR BQ BEEF 2.50
Choice Sliced Roast Beef piled high on a Farrell's bun. Immersed in a spicy smokehouse barbecue sauce. Includes French Fries and either a Tossed Green Salad or a cup of Soup.
3. GIANT NEW YORK
HOT PASTRAMI 2.50
Served on a Farrell's bun with a Kosher dill garnish and a side of kraut. Includes French Fries and either a Tossed Green Salad or a cup of Soup.
4. HAMBURGER STEAK TERIYAKI 2.95
A half pound of extra-lean beef, freshly ground and cooked in delicious teriyaki sauce. Includes French Fries and either a Tossed Green Salad or a cup of Soup.

Gay Ninety Sundae

For our lunch and dinner customers we offer our ever-popular single scoop "Gay Ninety" sundae. Strawberry, Chocolate, Blackberry and Butterscotch. .65

DELICATESSEN SANDWICHES

(Served with Dill Pickle and Carrot Curl)

All Farrell's Sandwiches are prepared with the finest Grade A Fancy Meats and Produce Available

INSTANT (ALMOST) FEATURES

For Secretaries, Executives, Salesmen, Clerks, Doctors, and Indian Chiefs and Anyone else in a hurry.
Courageously Cool Cold Sandwiches

INCLUDES CHOICE OF SOUP OR SALAD AT \$1.75

(Guaranteed to be served to you within 243½ seconds when ordered by your entire party.)

1. OLD TIME CORNED BEEF
FARRELL'S famous Iowa-Corn Fed Corned Beef piled high on Hearth-Baked Black Forest Rye Bread served with Lettuce and Tomato.
2. DELICIOUS BAKED HAM
Sugar Cured Virginia Baked Ham served on Hearth-Baked Black Forest Rye Bread with Lettuce and Tomato.
3. BREAST OF TURKEY
Oven-roasted succulent white meat — carefully piled on our special white bread with lettuce and tomato.
ABOVE SANDWICHES A LA CARTE 1.50
(That's without soup or salad)

4. REUBEN We take two lavish slices of our own fresh rye bread, mound it high with a generous helping of tender corned beef, Swiss cheese, and a precise measurement of perfect sauerkraut, pop it into our grill, and bear it proudly — hot, rich with flavor — to you. We call it "The Reuben." 2.50

5. BACON LETTUCE & TOMATO on Toast 1.40
6. EGG SALAD (We use only genuine hen's eggs) 1.25
7. GRILLED AMERICAN CHEESE 1.25
On our famous rye bread.

13. GASTRONOMICAL DELICATESSEN-EPICUREAN'S DELIGHT — WOW!

This is a happening on an oven-fresh loaf of French Bread 14 inches long. What happens is a frenzied fantasy in which 10 wild little elves race up and down the sandwich board piling on corned beef; pastrami; ham; rich, moist turkey white meat; swiss cheese; crisp lettuce; red ripe tomatoes . . . An evening's eating for 1 to 4 people, depending on your appetite, and theirs! 6.95

FARRELL'S FOUNTAIN MENU

EXPERIENCES THE SENSATIONS OF WHICH, LIKE THE SENSATIONS OF LOVE, CANNOT BE FORGOTTEN BUT CHEERISHED TO THE LAST

SODAS

OUR FAMOUS DOUBLE ICE CREAM SODAS .90

Farrell's own 16-oz. glass, topped with whipped cream and a cherry.

Chocolate	Vanilla	Strawberry	Pineapple
Root Beer	Cherry		Coffee

Choffee (Chocolate Soda with Coffee Ice Cream)

SUPER DOUBLE DOUBLE SODA 1.25

Burp! Wait till you see the glass

SHAKES

Old Time Rich Creamy Shakes .90

Vanilla	Cherry
Pineapple	Coffee Mocha
Chocolate	Root Beer
	Butterscotch

With Old Fashioned Malt—5c extra

SUPER DOUBLE SHAKES 1.25

Whee!—Served in our famous Super Double Glass

EGG CREAM (Chocolate Phosphate) .60

For New Yorkers ONLY — they know what it's all about.

FREEZES TO COOL YOU .90

(Double) Big 16-oz. Glass

Orange, Raspberry and Lime.

FLOATS .80

Your favorite (Double) Big 16-oz. Glass

Coca-Cola, Root Beer and Seven Up

BEVERAGES .25 & .35

Phosphate Added 10c Extra (mm good)

Coca-Cola, Orange, Root Beer, Green River, Sarsaparilla, Seven Up

SOOPER DOUBLE FREEZES OR FLOAT 1.25

A GIANT OLD TIME SLAB .65

OF FARRELL'S FAMOUS ICE CREAM

Not So Giant Slab .50

FLAVORS

Vanilla, Chocolate, Strawberry, Kona Coffee, Butter Pecan, Macadamia Nut, Chocolate Chip and Peppermint Ice Cream, Orange, Raspberry, Guava, Pineapple and Lime Sherbet. (The finest ice cream served in the world.)

DESSERTS

Check our fountain menu above for our delicious ice cream dishes

Pound Cake	.60	Cheesecake (A Farrell's Special)	1.25
Pound Cake			
With Slab of Ice Cream	1.00	(With Strawberry Topping)	1.50

SODA WATER (PLAIN) .02

SUNDAES

FARRELL'S OLD FASHION SUNDAY .90

All sundaes include gobs of whipped cream, chocolate sprinkles, maraschino cherry and a wafer.

Chocolate	Strawberry	Butterscotch	Pineapple
	Blackberry		Marshmallow

HOT FUDGE SUNDAY 1.10

Two luscious scoops of our rich vanilla ice cream, pure ~~whipped cream~~, toasted almonds, topped with a ~~ruby-red~~ maraschino half and served with a steaming side of rich hot fudge for you to add as you go.

BLACK AND WHITE 1.10

Chocolate ice cream, marshmallow, vanilla ice cream, hot fudge, almonds, whipped cream and a cherry.

PARLOUR'S TIN ROOF 1.15

A foundation of thick hot fudge and salty spanish peanuts supports 2 scoops of Farrell's vanilla ice cream. Topped with more creamy hot fudge and a tin roof of more peanuts. A delicate cloud of whipped cream and a red cherry caresses this dish.

GIANT BANANA SPLIT — (American Beauty) 1.50

This is the Flagship of Farrell's Fleet of Fabulous Fountain Fantasies. Three giant scoops of our extra rich vanilla, strawberry and chocolate ice creams, smothered with pineapple, strawberry topping and Holland Dutch chocolate. Crowned with gobs of real whipped cream topped with nuts and a ruby red cherry and — Oh Yes — a banana too!

(American Flag Included in Price)

(For expectant mothers—banana splits will be made with a split dill pickle upon request day or night.)

PARFAITS

A Dainty Combination of Our Luscious Ice Creams and Syrups

MATINEE IDOL .95

Strawberry topping, nuts, vanilla ice cream, chocolate topping, nuts, strawberry ice cream, pineapple topping, nuts, chocolate ice cream, whipped cream, nuts, and a cherry.

MOCHA-NUT .95

Coffee syrup, chocolate ice cream, butterscotch syrup, butter pecan ice cream, chocolate syrup, coffee ice cream, whipped cream, nuts and a cherry.

THE GIRL DISHES

(They're Both Pretty)

KATHY'S PINK SURPRISE (Ain't she sweet) 1.35

Rich vanilla scooped three times. Luscious strawberry topping, bananas, whipped cream, nuts all around and of course a surprise.

GIBSON GIRL (Old time cutie) 2.75

A combination of Farrell's rich creamy vanilla ice cream, world's finest butterscotch plus cherry nectar from the Gods. Topped with real whipped cream, exotic sherbets and toasted almonds (a real delight for two).

HOT FUDGE NUTTY 1.75

— (For the Hot Fudge Nut)

So special it's served in a gleaming silver bowl. Three heaping scoops of m-m-magnificent vanilla ice cream topped with real whipped cream, a cherry and nuts, nuts, nuts galore . . . toasted butter almonds plus crunchy old-time Spanish Peanuts. Accompanied by not just one, but two silver cups of thick hot fudge, to give you the fudgiest, nuttiest sundae the hot fudge sundae nut has ever savored. The record is three at one sitting. You're NUTTY NUTTY if you try for four.

BANANA ROYAL (A king's favorite) 1.25

Two large scoops of vanilla ice cream, split banana, topped with pure whipped cream, toasted almonds, a maraschino half and served with a generous cup of real hot fudge.

FUDGE-ANA (What a combo) 1.25

Served in a tulip dish. Hot fudge sundae with bananas, almonds and whipped cream.

STRAW-ANA (A real picture) 1.25

Served in a tulip dish. Strawberry sundae with bananas, almonds and whipped cream.

THE GOLDBIGGER SUNDAY 1.25

You'll be in a happy vein with two enormous scoops of scrumptious butter pecan ice cream beneath a luscious lode of hot butterscotch topping, with tasty nuggets of fresh bananas, and whipped cream.

APPLE PANDOWDY 1.25

Two generous scoops of rich vanilla ice cream covered with spicy sliced apples, crispy crusty pandowdy topping, real whipped cream and a dash of nutmeg. An old fashioned concoction to make Johnny Appleseed proud.

TWO ON A BLANKET (Sleep on this one.) 2.75

Pound cake with scoops of chocolate and vanilla ice cream, hot fudge, marshmallow, nuts, whipped cream and cherries. (Big enough for two)

THE TROUGH Fit for a pig (You eat from the trough.) Special award if you eat this by your- self. Plenty for two — Just you and you. 2.95

MAUNA-KEA (Climb this one.) Serves 1 - 4. 5.95

A mountain of rich vanilla, chocolate, strawberry, coffee and butter pecan ice cream with hot fudge slopes, topped with a marshmallow glacier, whipped cream, with a valley of bananas and strawberry topping below. (What a mess, but oh so good!) For groups over 4 we will make large mountains at 95c per head extra.

HONOLULU ZOO (Divide it up, kids) 11.95

So huge it takes two strong men to deliver it to your table. Their knees sag under SEVEN flavors of our famous ice cream; THREE natural fruit flavor sherbets; FIVE different and delicious toppings; whipped cream; cherries; almonds and bananas. Additional servings .95c per person extra. Read about our Birthday package on the other side of this menu . . . it may be the most important reading you've ever done. (Serves one to ten.)

NO MATTER HOW LONG IT TAKES OUR SERVICE IS FAST STORE RULES

- ☆ ☆ NO SUBSTITUTIONS PLEASE ☆ ☆
- 30c Per Person Minimum Service during our peak hours.
- Any request for substitutions of our Fabulous Sundae recipes may result in fine or imprisonment or both.
- Extra Hot Fudge, Syrup or Nuts on Sundaes — .20c.

HISTORY of the ICE CREAM PARLOUR RESTAURANT

NOTORIOUS NERO FATHERS FOUNTAIN FANTASIES

Believe it or not, the idea that eventually led to the fabulous Ice Cream Parlour Restaurant as we know it today actually started way back in the first century with that famous fiddling fellow, Emperor Nero...who used to send fleets of slaves to the mountains for ice and snow to freeze the fruit drinks he favored.

Marco Polo got into the act when he brought back from the Orient a recipe for making water ices, which the Asians had enjoyed for thousands of years.

Some 300 years ago, along came Charles the First of England, who was so delighted with his cook's cool concoction featuring a frozen cream ice desert that he pensioned him with 500 pounds a year to restrict the recipe to the royal table. (See...our fountain fizizians have great futures!)

Today, of course, that delicious delicacy known as "ice cream" has spread to the four corners of the world. Leave it to Nero to come up with a hot item from a cool confection!



ICE CREAM CONE BECOMES FAIR FAVORITE

A surprise hit of the St. Louis World's Fair in 1904 was an interesting and edible container of ice cream. Strangely enough, this incredible idea was called the "ice cream cone."

This tasty treat has proved popular with youngsters and oldsters alike to this very day...as many as 2,500,000,000 are sold every year!

BUSINESS BOOM SEES SODA SUCCESS



A man by the name of John Matthews introduced carbonated water to the citizenry in 1833. Syrups were added a few years later by a Frenchman and, in 1874, a concessionaire who ran out of flavoring for his soda water during the noon rush served it with a scoop of ice cream and the ice cream soda was born.

Some years later, prohibitionists in Evanston, Illinois declared soda water intoxicating and decided sodas could not be served on Sunday. An ingenious drug store operator located a legal loophole allowing perpetuation of his profits...he simply served ice cream and syrup, leaving out the soda water, and the "Sunday" was invented! The spelling was later changed when town fathers objected...and that's how a soda became a Sundae.

(If your Sundae hasn't arrived yet, keep reading.)



SPLENDIFEROUS BIRTHDAY PARTIES

OR PARTIES FOR ANY REASON WHATSOEVER



FARRELL'S KIDDIE PARTY

Fun For Pre-Schoolers

- Cleverly Captivating Clown Sundae
- Hilariously Happy Hats
- Delicious Soft Drinks
- Foolish Funmakers

Any number of kids...**1.25** each



FARRELL'S ZOO PARTY

Old Fashioned Frivolity
for 10 Funseekers

- Fantabulous Farrell's Zoo Sundae
- Happy Hats
- Foolish Funmakers
- Delicious Soft Drinks

Min. 10 or more people **2.50** each



FARRELL'S MOUNTAIN PARTY

Fun Party For Four

- Massive Mountain Sundae
- Happy Hats
- Foolish Funmakers
- Delightful Soft Drinks

Min. 4 people...**2.00** each



FARRELL'S SOOPER DOOPER PARTY

A never-to-be-forgotten party for ten

- Incredible Farrell's Zoo Sundae
- Farrell's Own Fun Surprise
- Farrell's Party Cake
- Gala Party Packs for all
- Foolish Funmakers
- Delicious Soft Drinks

Min. 10 or more people **3.50** each

ALL PARTIES SERVED WITH MUCH HAPPINESS AND FANFARE • NO RESERVATIONS NEEDED

Do-It-Yourself PARTY FUN

- Gala gift packs with surprises and favors for funseekers 5 to 105

1.25 each

- Sooper giant animal hats

.75 each

BIRTHDAY CAKES

- Farrell's own delightfully decorated party cakes.
- Fun feast for 6 or more.
- Items should be ordered one day in advance.

5.00 each

Fun Food HAMBURGERS

- Fabulous food like you've never chewed.
- Order any delectably delicious item from the Farrell's menu to flavor your fun party fare.

FORGOTTEN FRUIT DRINK PRECLUDES EPSICLE

Only 30-odd years ago a California concessionaire was visiting friends in New Jersey on a cold winter's night. He happened to leave a glass of lemonade with a spoon in it on the window sill until the next morning, when he discovered it was frozen solid.

Epperson held the frozen glass by the spoon handle under a water faucet until the molded lemonade slipped out of its container still in solid form...he promptly named his delightful discovery the "Epsicle!" (Rumor has it the name change came about after Epperson's first child started calling him "Pop!")



AMERICA'S FOUNDERS FAVOR FROZEN DELIGHTS

Records show that ice cream came to America as early as 1700. A caterer named Phillip Physic (no phooling!) announced in a New York newspaper then that he was equipped to keep the colonists cool with countless delicious dishes...including the coolest treat of all, ice cream!

President George Washington himself was known as a man of discriminating tastes, and pewter ice cream pots and ice cream making machines could be found in his Mt. Vernon home.

Dolly Madison, it's said, was the first to introduce the delectable dish to the White House.

By now, ice cream was as American as apple pie!

A SAD STORY WITH A HAPPY ENDING



Once upon a time there was good, clean fun. Families enjoyed it together. Boys and girls shared it on dates. People thought life was grand. Of course, that was a long time ago...back in the days when there were more soda fountains than bars in New York City!

When prohibition came in, saloons went out and so did their tasty food combinations. Ice cream parlors soon started serving food and became even more popular as Parlour Restaurants. Good clean fun was even funner!

But alas, with the end of prohibition food went back to the cocktail restaurants and ice cream went to the drug stores and later, supermarkets. Sad to say, the good old Family Parlour Restaurant faded away. Good clean fun (sob) had no place to go.

Now for the happy ending. One year not so long ago a happy fellow named Bob Farrell, who even looked like he belonged in those happy days of yore, brought the good old Ice Cream Parlour Restaurant back! He really did, with an unbeatable formula of fabulous food 'n' fantastic fountain fantasies for frolicking fun-filled festive families!

Now families are together again! Boys are dating girls again! People think life is grand again...and it is!

Hurrah for good clean fun...and no better way to enjoy it than a party at FARRELL'S!

FREE SUNDAE FOR EVERYONE ON THEIR BIRTHDAY!