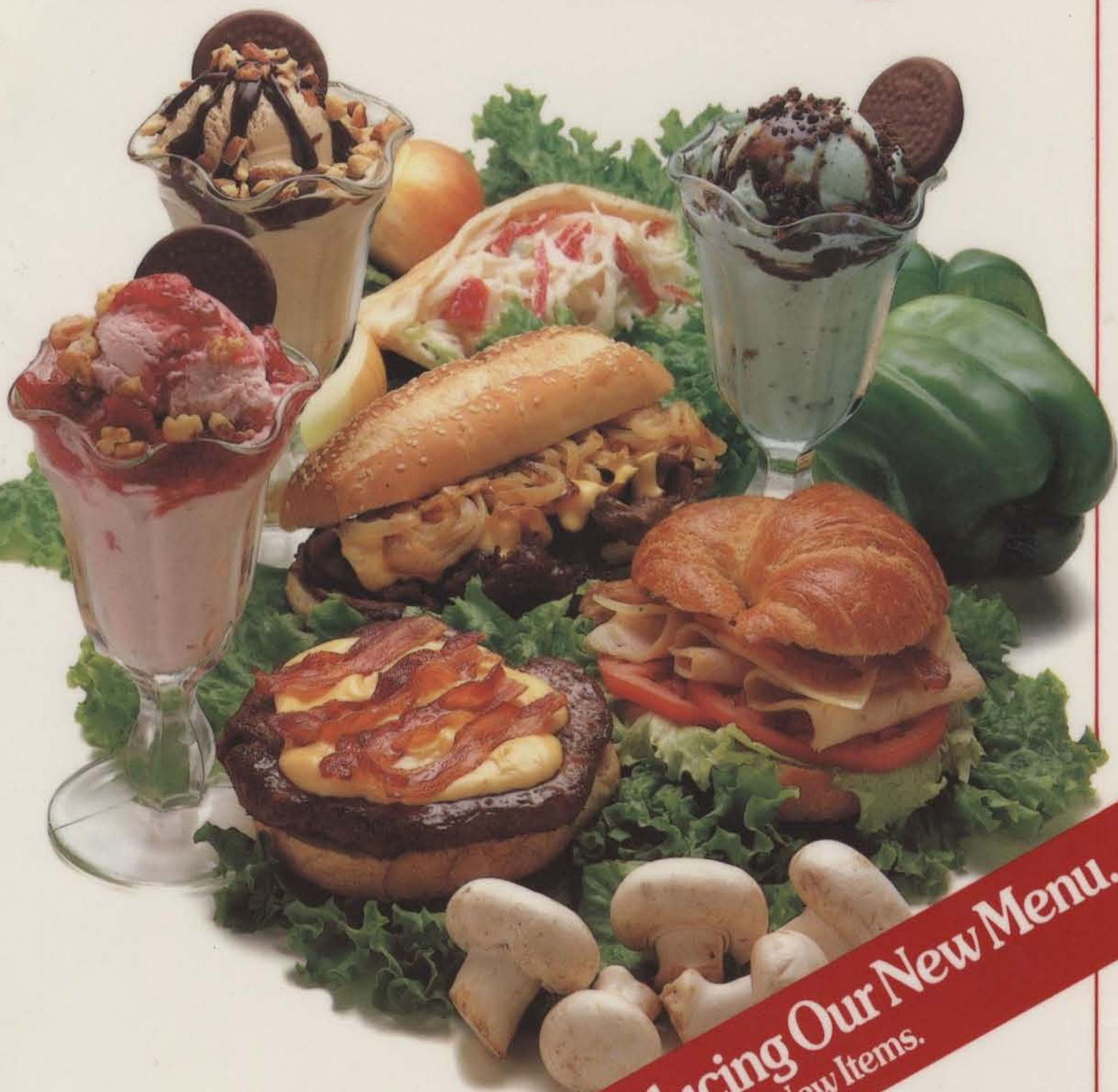


YEARS OF **50** QUALITY

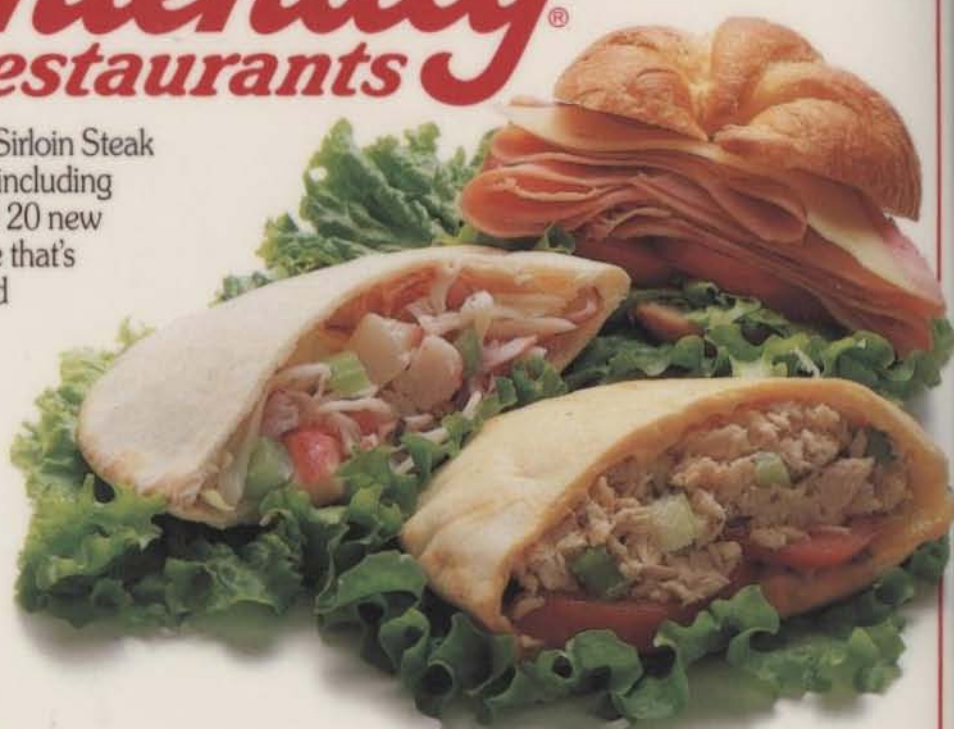
Friendly[®] restaurants



Introducing Our New Menu.
20 New Items.

Friendly® restaurants

Our new Friendly® menu gives you all your Friendly® favorites plus a new 100% Sirloin Steak Burger, and seven new lighter meals, including salads and pita pockets. We've added 20 new food items in all. With a delicious taste that's pure Friendly®. The taste you've loved all along.



Appetizers

Soup of the Day	.75	.99
Clam Chowder	.99	1.40
New Cream Soups	.99	1.40
Chili	1.30	1.85
New Tossed Salad		1.10

Side Orders

French Fries	.80	1.05
New Potato Salad	.80	
New Onion Rings	1.25	
Cole Slaw	.80	
Cottage Cheese	.80	

Beverages

Cola, Sugar Free Cola	.60	.70	.80
Root Beer, Orange	.60	.70	.80
Milk	.55	.75	
Chocolate Milk	.60	.80	
Coffee with Refill		.55	
New Fresh Brewed Sanka		.55	
Tea		.55	
Hot Chocolate		.55	
Iced Tea		.55	

Fountain Drinks

Fribble® Shake	1.45
Junior Fribble® Shake	1.10
Ice Cream Soda	1.35
Sherbet Cooler	1.25
Milk Shake	1.35
Malted Milk Shake	1.50

Salad Bar

Salad Bar a la Carte	2.60
With a sandwich or platter	2.00
Bowl of Soup and Salad Bar	3.35

The Lighter Side

A whole new selection of great tasting lighter foods prepared specially for you.

New Seafood Salad Pocket	2.10	New Tuna Salad Plate	3.10
Wholesome pita bread stuffed with seafood salad. Served with a dill pickle spear.		Tuna salad served with creamy cottage cheese, crisp salad greens, tomato wedges, cucumber slices, croutons and rye crackers.	
New Tuna Salad Pocket	2.10	New Salad Combo Plate	3.75
Pita bread stuffed with our tasty tuna, tomato and melted cheese combination. Served with a dill pickle spear.		Our delicious seafood salad and tuna salad. Served with crisp salad greens, tomato wedges, cucumber slices, croutons and rye crackers.	
New Seafood Salad Plate	3.10	New Ham and Swiss Croissant	3.45
Delicious seafood salad served with crisp salad greens, tomato wedges, cucumber slices, croutons and rye crackers.		Our flaky, golden croissant filled with imported, Danish ham and swiss cheese. Served with lettuce, tomato, and salad dressing.	
		New Turkey Croissant	3.70
		Our flaky, golden croissant filled with tender, white meat of turkey, fresh lettuce, bacon, tomato, swiss cheese, and Thousand Island dressing.	





Friendly® 100% Sirloin Steak Burger

Over 1/3 lb.* of lean, 100% ground Sirloin steak. Thick, juicy, and cooked to your order. Served on our hearth baked roll. Add a special touch – fresh lettuce and tomato, just .30.

Enjoy your Friendly® Sirloin Steak Burger with French fries. Just .80 more.

New The Sirloin Steak Burger . . . 2.80

Lean, 100% ground Sirloin steak served on our special hearth baked roll.

With Cheese 3.00

New Onions'n Pepper

Sirloin Steak Burger 3.20

Lean, 100% ground Sirloin steak topped with sauteed onions and green peppers.

New Cheddar'n Onion

Sirloin Steak Burger 3.35

Lean, 100% ground Sirloin steak topped with Cheddar cheese sauce and sauteed onions.



New Cheddar'n Bacon

Sirloin Steak Burger 3.65

Lean, 100% ground Sirloin steak topped with Cheddar Cheese sauce and crisp bacon.

New Great American

Sirloin Steak Burger 3.55

Lean, 100% ground Sirloin steak topped with cheese, tomato and onion on a bed of lettuce. Seasoned with salad dressings for a distinctive flavor.

New Mushroom

Sirloin Steak Burger 3.55

Lean, 100% ground Sirloin steak topped with sauteed mushrooms.

Friendly® ORIGINAL Big Beef™ Hamburger



Big Beef™ Hamburger 1.80

Served on a roll, or toast if you prefer.

Big Beef™ Cheeseburger 2.00

Our Big Beef™ hamburger topped with melted cheese. Served on a roll, or butter-grilled bread, if you prefer.

Big Beef™ Bacon Burger . . . 2.55

Our Big Beef™ hamburger crowned with melted cheese and bacon.

Big Beef™ Swiss

Patty Melt 2.55

Our Big Beef™ hamburger topped with two slices of swiss cheese served on butter-grilled rye bread. Sauteed onions available upon request.

Our famous Friendly® Big Beef™ hamburgers are more than 1/4 pound* of 100% beef—a hearty favorite, cooked to your order.

Enjoy your Big Beef™ hamburger with French fries. Just .80 more.

Big Beef™ Onions'n Pepper Burger 2.20

Our Big Beef™ hamburger topped with sauteed onions and green peppers.

Big Beef™ Mushroom Burger 2.55

Our Big Beef™ hamburger topped with sauteed mushrooms.

Big Beef™ Cheddar'n Onion Burger . . . 2.35

Our Big Beef™ hamburger topped with Cheddar Cheese sauce and sauteed onions.

Big Beef™ Chili Burger 2.55

Our Big Beef™ hamburger topped with Chili, chopped onions and melted cheese.

Make it Special! Add lettuce, tomato and salad dressing .30

*weight prior to cooking

Lunch and Dinner Platters

These Friendly® meals can stand up to the heartiest appetites.
Our platters are the perfect choice for lunch or dinner.

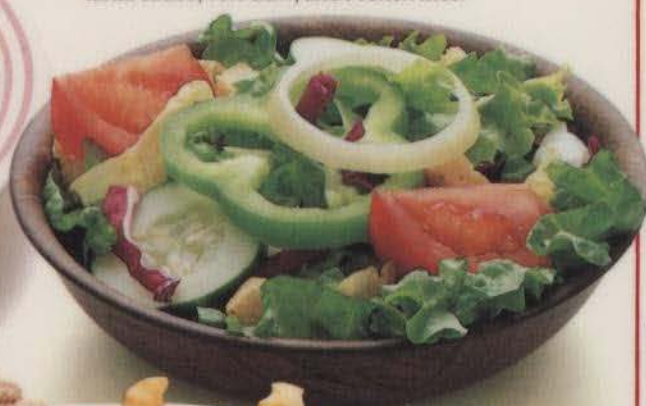
- New Chopped Sirloin Steak and Salad** 3.95
Our lean, 100% ground Sirloin steak served with French fries, rye crackers and a tossed salad.
- With **Sauteed Onions and Green Peppers** 4.35
- With **Cheddar Cheese Sauce and Sauteed Onions** 4.50
- With **Sauteed Mushrooms** 4.70

- New Liver and Onions Platter** 3.25
A generous portion of 100% beef liver, topped with bacon strips and sauteed onions. Served with French fries and cole slaw.

- Chicken Fillet Platter** 3.85
Breaded Chicken Breast Fillet Strips deep fried until they're golden brown, tender, and juicy. Served with French fries, cole slaw, and one of our special dipping sauces.

- Fish Fry Platter** 3.45
A lightly breaded natural fillet of North Atlantic Cod fried to a golden brown. Served with French fries, cole slaw, and creamy tartar sauce.

- The Clamboat Platter** 3.65
A heaping portion of deep fried clam strips, tartar sauce, cole slaw, and French fries.



Sandwich Favorites

Our widest selection of sandwiches ever. Delicious and made fresh to your order.

- Hamburger** 1.35
- Hamburger Special** 1.65
- Cheeseburger** 1.55
- Cheeseburger Special** 1.85
- Friendly Frank® Sandwich** 1.30
- Grilled Cheese** 1.10
- Tuna Salad Roll** 1.70
- Clam Roll** 1.70
- Bacon, Lettuce and Tomato** 1.70
- Grilled Ham and Cheese** 2.05
- Fishamajig™ Sandwich** 1.75

Our special fish sandwich with cheese and tartar sauce on butter-grilled bread.

Make any sandwich a Platter by adding both French fries and cole slaw. Just 1.25 more.



Super Sandwiches

They're super special and super delicious.
Enjoy your Super Sandwich with French fries. Just .80 more.

- New Philadelphia-style Cheese Steak** 3.50
Tender shaved steak topped with Cheddar cheese sauce and sauteed onions. Served on a steak roll with a dill pickle spear.

- New Philadelphia-style Pepper Steak** 3.35
Tender shaved steak covered with sauteed onions and green peppers. Served on a steak roll with a dill pickle spear. Choice of barbecue sauce or A-1 sauce.

- Chicken-on-a-Roll** 2.65
A tender, golden-fried chicken breast patty served on a steak roll with lettuce, tomato and salad dressing.

- New Natural Cod Sandwich** ... 2.75
A lightly breaded, natural fillet of North Atlantic Cod, fried to a golden brown and served on a sesame seed steak roll with fresh lettuce and creamy tartar sauce.

Friendly®

Happy Ending™ Desserts

Happiness is ending your Friendly® meal with a rich, cool, creamy Friendly Ice Cream® treat. And these four Happy Ending™ Desserts are the perfect fit after any Friendly® meal. Enjoy our famous Friendly Ice Cream®, delicious toppings, and a chocolate covered mint cookie. The taste will make you smile. \$1.45 without a meal.

95¢

with any sandwich or platter

Mocha Almond

Friendly® Coffee ice cream, topped with hot fudge, almonds and a chocolate covered mint cookie.

Minty Mint

Friendly® Mint Chocolate chip ice cream, topped with hot fudge, crushed mint cookie, and a chocolate covered mint cookie.

Nuts and Berries

Friendly® Strawberry ice cream, real strawberries, walnuts and a chocolate covered mint cookie.

Cookies'n Cream

Friendly® Cookies'n Cream ice cream, topped with hot fudge and a chocolate covered mint cookie.

For more, see
our Ice Cream
Menu



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Friendly® 50 YEARS OF QUALITY



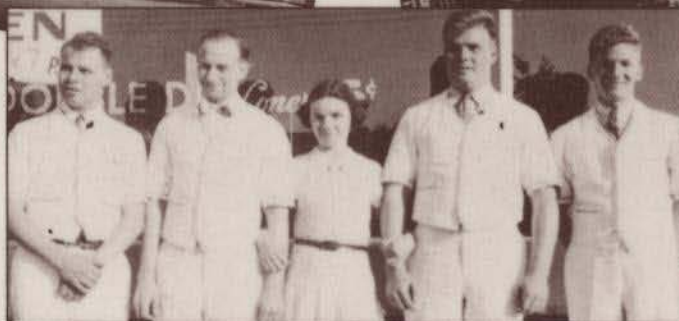
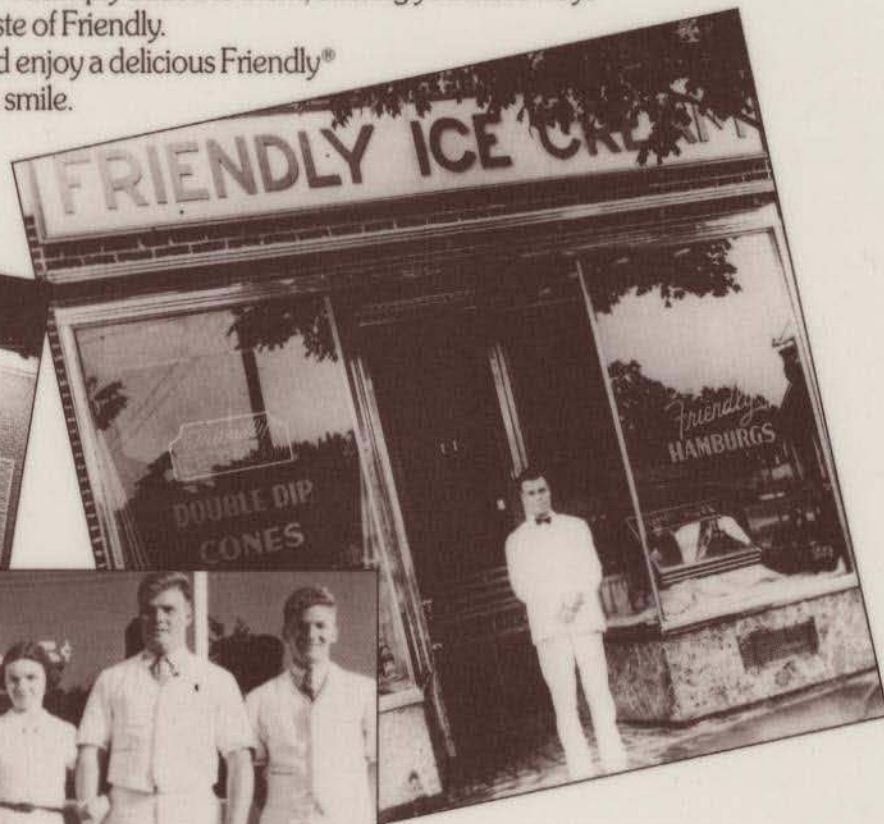
Fifty years ago, in the summer of 1935, Curt and Pres Blake opened their original Friendly® shop in Springfield, Massachusetts.

At first, the brothers served only delicious homemade ice cream. But after conducting a customer survey, they decided to add hamburgers and coffee to their menu. By mid-winter, Friendly® hamburgers had become a neighborhood favorite. And the young Blake brothers were on their way to establishing the Friendly tradition – serving good food with friendly service at reasonable prices.


Fifty years later, we're still keeping pace with our customers' tastes. We've added 20 new food items to our new 50th Anniversary Menu – just for you. Including a new 100% Sirloin Steak Burger, and seven new lighter meals. These are the foods America is eating today – made with our famous Friendly quality, our delicious Friendly taste.

Of course, you'll still find all your old favorites. Delicious hamburgers, the original Big Beef™ hamburger, hearty platters, tasty sandwiches and great ice cream treats are all here on our new menu. We've simply added to them, offering you more ways than ever to enjoy the great taste of Friendly.

So take your time, relax, and enjoy a delicious Friendly® meal. We're here to make you smile. After all, we're still Friendly after all these years.



Friendly® restaurants

 A Hershey Company

The "Friendly" family of registered marks identifies the goods and services of Friendly Ice Cream Corporation. Friendly Ice Cream Corporation, 1855 Boston Road, Wilbraham, Massachusetts 01095. Midwest Regional Headquarters, 1903 West Main Street, Troy, Ohio 54373.