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1982

Friendly's Ice Cream Restaurants, 1982

Friendly's Ice Cream

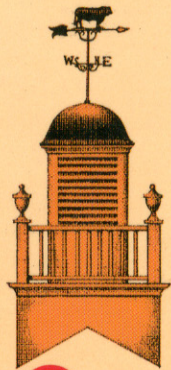
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FRIENDLY
West Gate
1982



Friendly® restaurants



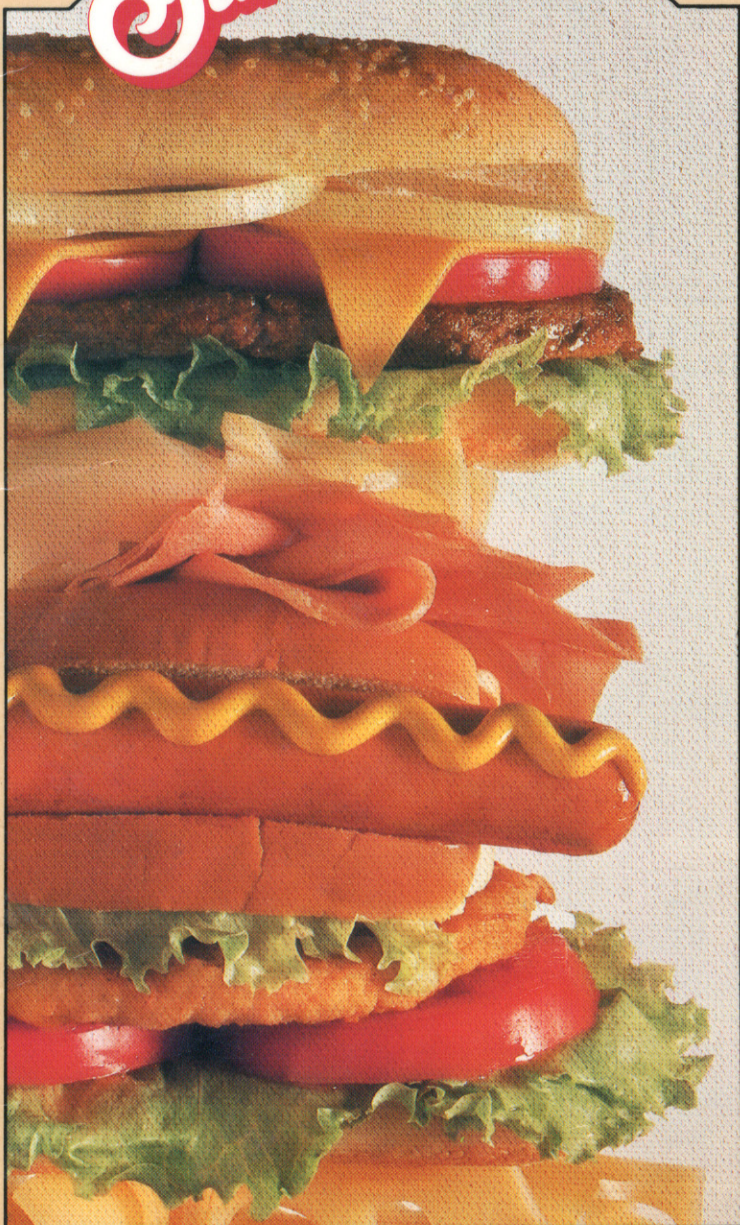
BIG BEEF CLUB



How can the Big Beef™ be any better? Just add tomato, lettuce and bacon to our Big Beef™ patty and you've actually got a sandwich that's an even bigger, better Big Beef™ sandwich. Have a Big Beef™ Club today. One bite and you'll be a believer.

\$2.70
\$3.35 with fries.

Friendly Sandwiches



The Tradition is Quality

Appetizers

Soup of the Day	Cup .65	Bowl .90
Clam Chowder	Cup .85	Bowl 1.20
Chili	Cup 1.15	Bowl 1.55
Tossed Salad		.99

Served with your choice of French, Bleu Cheese, Italian, or Thousand Island Dressing.

Side Orders

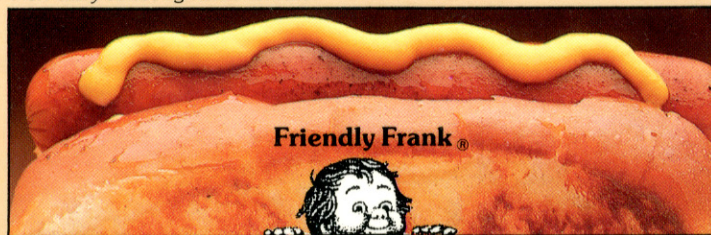
French fries	Regular .70	Large .99
Cole slaw with lettuce		.70
Cottage cheese with lettuce		.70

Beverages

	Regular	Large
Friendly® cola or sugar-free cola	.50	.65
Root beer, orange soda	.50	.65
Milk	.50	.65
Chocolate milk	.55	.70
Coffee with refill	.45	
Tea	.45	
Sanka®	.45	
Hot chocolate	.50	
Iced Tea	.45	

See our ice cream section for fountain drinks.

Non-dairy coffee lightener served.



Kids Stuff

For Kids 12 and under

Kid-Size Friendly® Meals.

FREE milk or regular size soda for kids 12 and under who order a KID STUFF meal.

Hamburger , French fries	1.25
Cheeseburger , French fries	1.35
Friendly Frank® , French fries	1.35
Grilled Cheese , French fries	1.25
Small Fry Fish Fry , 1 piece, French fries	1.25

Try our **Cone Head Sundae** for dessert. .85

A scoop of Friendly® vanilla ice cream, whipped topping, sugar cone hat and a candy face.

Carry-Out Service

Most items from our Friendly® menu are available "To Go." Half-gallons of Friendly Ice Cream® flavors are also available at the front of the restaurant. All items are subject to state and local taxes where applicable.

Breakfast

We serve breakfast daily until 11:00 a.m. and until noon on Sunday.



Friendly® Appetizers

Start your meal the healthy, tasty way. Ask about our delicious soup of the day, chili or choose a crisp, fresh, tossed salad.

Salads and Platters

These are Friendly® meals that can stand up to the heartiest of appetites. So if you're having lunch or dinner, have a Friendly® Salad or Platter.

The Clamboat® Platter **3.25**

A heaping portion of deep fried clam strips, tartar sauce, cole slaw and French fries.

Fish Fry Platter **2.85**

Two pieces of deep fried fish served with French fries and cole slaw.

Deli Salad Platter **2.45**

Ham, turkey, Swiss cheese and tomato served on a bed of lettuce with cole slaw and your choice of salad dressings. Served with rye crackers.

Chopped Beef and Salad **2.95**

A chopped beef steak served with French fries and tossed salad.

Tuna Salad Platter **2.80**

Two scoops of tuna salad and creamy cottage cheese, lettuce, tomato and rye crackers.



The Clamboat® Platter

Soup and Salad **1.75**

A bowl of soup of the day or chowder served with tossed salad.

Tossed Salad **.99**

Served with your choice of French, Bleu Cheese, Italian, or Thousand Island Dressing.

Sandwich Platter

Make any sandwich a Platter by adding both French fries and cole slaw. Just **.99** more.



Chicken-on-a-Roll with French fries

Super Sandwiches

They're super special and super delicious. And they're all made the Friendly® way: fresh to your order.

The Great American Super-Beef **2.65**

Our largest all-beef patty, seasoned for a distinctive flavor, topped with tomato, cheese and onions on a bed of lettuce in a steak roll.

Choice of French fries or cole slaw. **3.30**

Chicken-on-a-Roll **2.40**

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

Choice of French fries or cole slaw. **3.05**

Turkey Club **2.65**

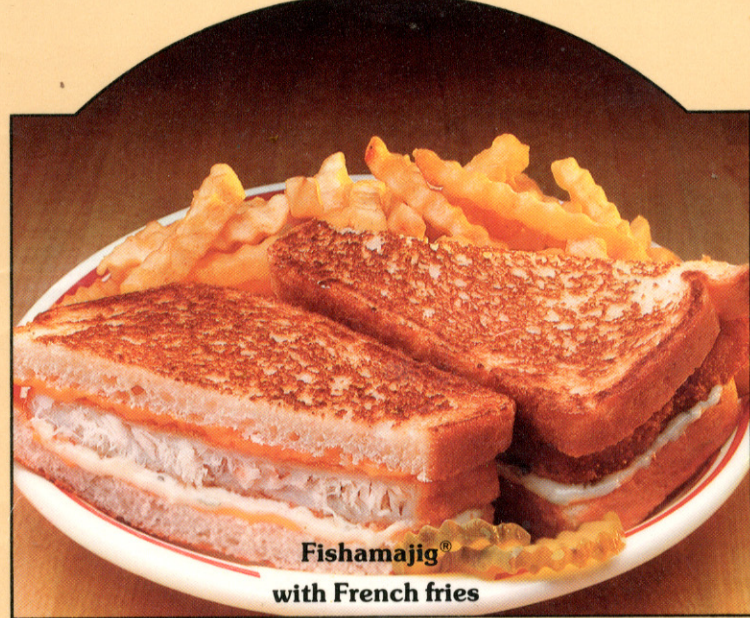
Sliced turkey, crisp bacon, lettuce, tomato slices and salad dressing served on toast.

Choice of French fries or cole slaw. **3.30**

Super Ham and Swiss **2.50**

Sliced ham and Swiss cheese combined with tomato, lettuce and salad dressing served on a steak roll.

Choice of French fries or cole slaw. **3.15**



Fishamajig® with French fries

Sandwiches

We always make Friendly® Sandwiches fresh to your order.

		Choice of French fries or cole slaw
Fishamajig®	1.60	2.25
Bacon, Lettuce and Tomato	1.55	2.20
Tuna Salad Roll	1.55	2.20
Clam Roll	1.65	2.30
Grilled Cheese	.99	1.65
Grilled Ham and Cheese	1.95	2.60
Friendly Frank®	1.10	1.75
Grilled Cheese, Bacon and Tomato	1.85	2.50

Served double-decker style.

Make any sandwich a Platter by adding both French fries and cole slaw. Just **.99** more.

**TRY A SLICE OF
WATERMELON ROLL**
JUST 99¢ A SLICE
That great taste of watermelon with real chocolate chip seeds.

Friendly Ice Cream®

Sundaes

We start with lots of famous Friendly Ice Cream®, cover it with our delicious sauces and top it all off with whipped topping (made with real cream) or marshmallow.

Hot Fudge
Strawberry
Butterscotch
Chocolate Nut
Swiss Chocolate Almond
Pineapple
Marshmallow with Sprinkles

Nuts, if not included, .15 extra.

The Fabulous Friendly® Super Sundae

Five scoops of Friendly Ice Cream®, with a super portion of your favorite sauce and whipped topping. **2.25**

Our Famous Friendly® Sundae

Three scoops of Friendly Ice Cream® with a generous portion of your favorite sauce and whipped topping. **1.45**

The Friendly® Dessert Sundae

Two scoops of Friendly Ice Cream®, delicious sauce of your choice and whipped topping. **1.20**

Reese's pieces Sundae

Four scoops of Friendly® vanilla ice cream with hot fudge topping. On top of the fudge topping there's a marshmallow topping. On top of that, rich peanut butter topping, all topped with whipped topping made with real cream. We top everything with **Reese's pieces**® candy and sprinkles. **2.15**

®"Reese's Pieces" is a registered trademark of Hershey Foods Corporation, Friendly Ice Cream Corporation, licensee.



Royal Banana Split

Jim Dandy

Friendly® Sundae

Dessert Sundae

Friendly® Super Sundae

Ice Cream Soda

Sherbet Cooler

Jim Dandy

Four scoops of Friendly Ice Cream® surrounded by a sliced whole banana with strawberry, marshmallow and chocolate sauces. Crowned with whipped topping made with real cream, nuts and sprinkles. **2.05**

Royal Banana Split

Three scoops of fabulous Friendly Ice Cream®, a sliced whole banana, generous helpings of pineapple, marshmallow and chocolate sauces, whipped topping made with real cream, nuts and sprinkles.

Or choose a Hot Fudge Royal Split, Strawberry Royal Split or a Pineapple Royal Split. **1.85**

Fountain Drinks

The Old Fashioned Ice Cream Soda **1.20**
Vanilla, chocolate, strawberry, coffee.

Milk Shake **1.20**
Made with two scoops of Friendly Ice Cream®. Vanilla, chocolate, strawberry, coffee.

Malted Milk Shake **1.35**

Sherbet Cooler **1.10**

The Friendly Fribble® **1.25**

Our famous thick, thick shake. Vanilla, chocolate, strawberry, coffee.

Junior Fribble® **.99**

Treats

Dish of Friendly Ice Cream® **.85**

The Sampler **1.20**

Select four of your favorite Friendly Ice Cream® flavors.

Friendly Cones
Regular **.65** Large **.85** Double Dip **.99**

Take home a half-gallon.

Friendly Ice Cream® Flavors

Vanilla Chocolate Strawberry Coffee
Mint Chocolate Chip Chocolate Marshmallow
Chocolate Chip Fudge Swirl Mocha Chip
Chocolate Almond Chip Toasted Almond Fudge
Butter Pecan Maple Walnut Butter Crunch
Pistachio Walnut Black Raspberry
Double Chocolate Peppermint Stick
Orange Sherbet Lemon Sherbet
Lime Sherbet

Ask us what this month's special flavor is.

Reese's pieces®
Sundae

Some flavors subject to availability.

TRY A SLICE OF PIE.



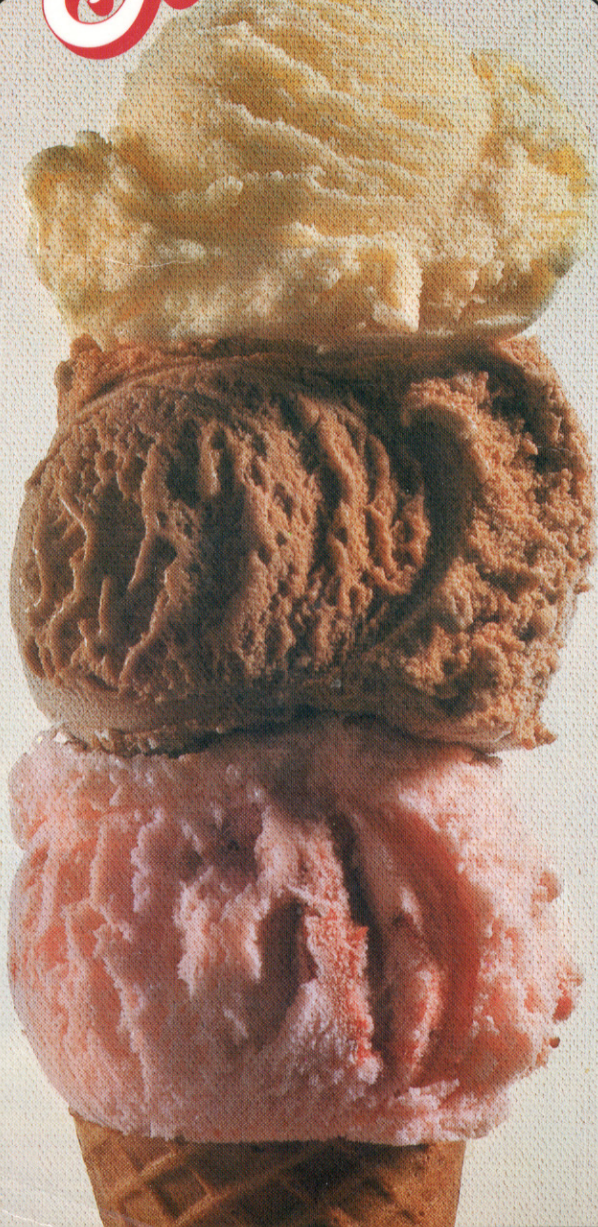
FRIENDLY ICE CREAM PIE.™

Two of your favorite treats come together. Creamy, delicious Friendly Ice Cream® in a cookie crumb crust and topped with tempting toppings. Ask about our variety of ice cream pies. So try a slice. You'll love them all.

99¢

A SLICE.

Friendly Ice Cream



Friendly Beginnings

In 1935, at the height of the Depression, the young Blake brothers of Springfield, Massachusetts were looking for summer jobs. But no one wanted to hire either a young man fresh from his first year of college or his brother, who had just graduated from high school.

So Pres and Curt Blake made their own jobs. They borrowed \$547, bought an ice cream

freezer and rented a small store. They were in business. They made ice cream and sold it in double-dip cones for a nickel each.

They called the shop "Friendly" for the kind of service they offered. People came from all around to enjoy their delicious homemade ice cream. And when winter came, they added hamburgers to the menu at their customers' suggestion.

Business boomed and the Blakes expanded their menu and their shops. By 1950, there were 10 Friendlys; by 1960, there were 50. Today, we have more than 600 Friendly® Restaurants employing more than 18,000 people in 16 states from Maine to Michigan. And there are more to come.

But we still make all our own ice cream. We still make our great hot fudge sauce with a lot of care and the very best cocoa.



We continue to live up to the standards set by the Blake brothers on all of our menu items—from the freshness and quality of the basic ingredients to their final preparation. This strict quality control combined with the Friendly® tradition of service assures you a consistently good meal, prepared and served just the way you like it. Every time.

Because, no matter how big we grow, we'll never forget our beginnings. We're still a neighborhood restaurant serving our customers good wholesome food, just like the very first Friendly.® As Pres Blake has said, our success has come about "by being just plain friendly."



Friendly® restaurants

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
Friendly Ice Cream Corporation, Midwest Regional Headquarters, 1903 West Main Street, Troy, Ohio 45373