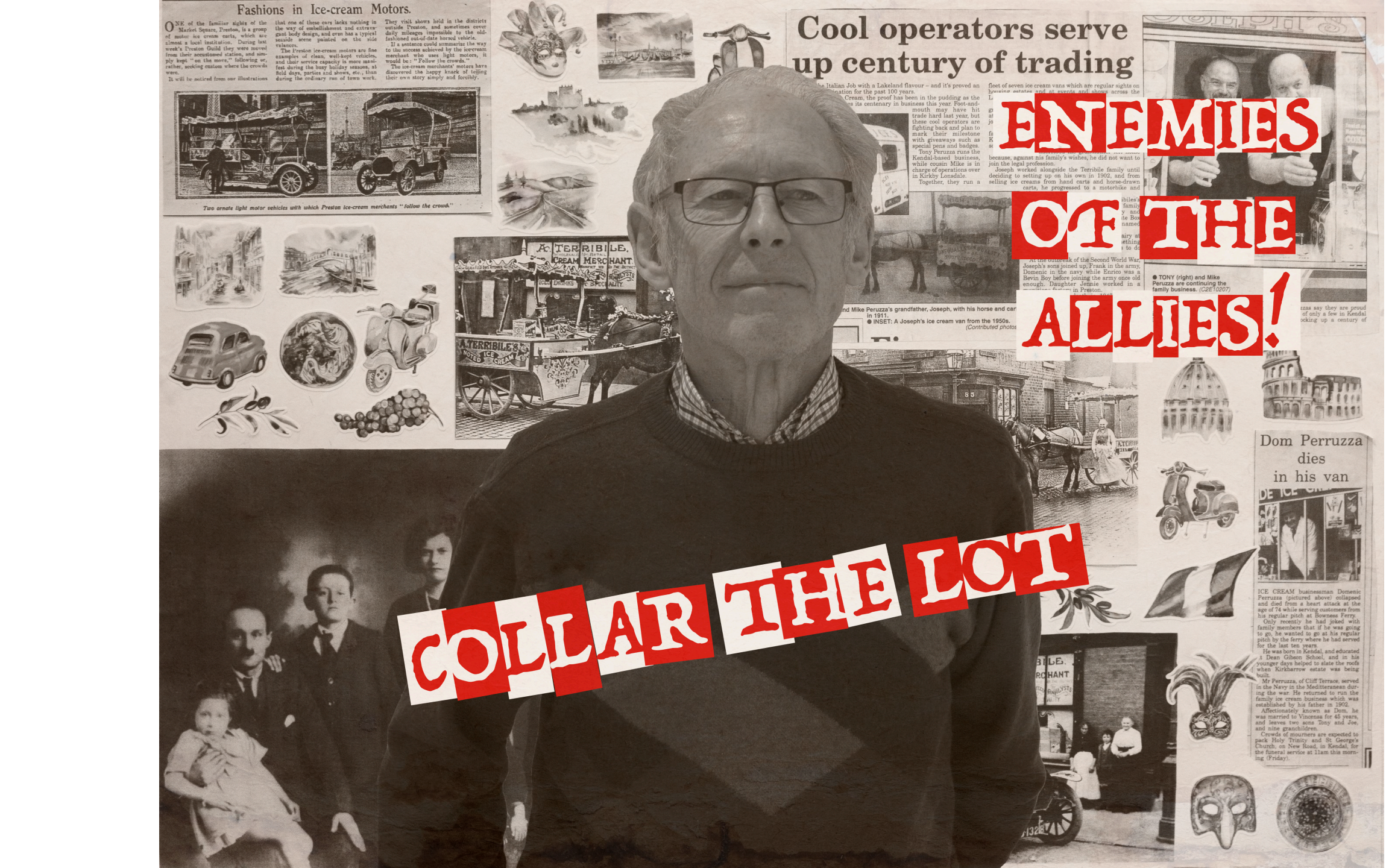
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Fashions in Ice-cream Motors.
ONE of the familiar sights of the Market Square, Preston, is a group of motor ice cream carts, which are almost a local institution. During last week's Preston Guild they were moved from their accustomed station, and simply kept "on the move," following or, rather, seeking custom where the crowds were.
It will be noticed from our illustrations that one of these cars lacks nothing in the way of embellishment and extravagant body design, and even has a typical seaside scene painted on the side valances.
The Preston ice-cream motors are fine examples of clean, well-kept vehicles, and their service capacity is more manifest during the busy holiday seasons, at field days, parties and shows, etc., than during the ordinary run of town work.
They visit shows held in the districts outside Preston, and sometimes cover daily mileages impossible to the old-fashioned out-of-date horsed vehicle.
If a sentence could summarize the way to the success achieved by the ice-cream merchant who uses light motors, it would be: "Follow the crowds."
The ice-cream merchants' motors have discovered the happy knack of telling their own story simply and forcibly.
Two ornate light motor vehicles with which Preston ice-cream merchants "follow the crowds."
Cool operators serve up century of trading
A. TERRIBILE, ICE CREAM MERCHANT
A. TERRIBILE'S ICE CREAM
TONY (right) and Mike Peruzza are continuing the family business. (C2E10207)
Dom Perruzza dies in his van
ENEMIES OF THE ALLIES!
COLLAR THE LOT

