

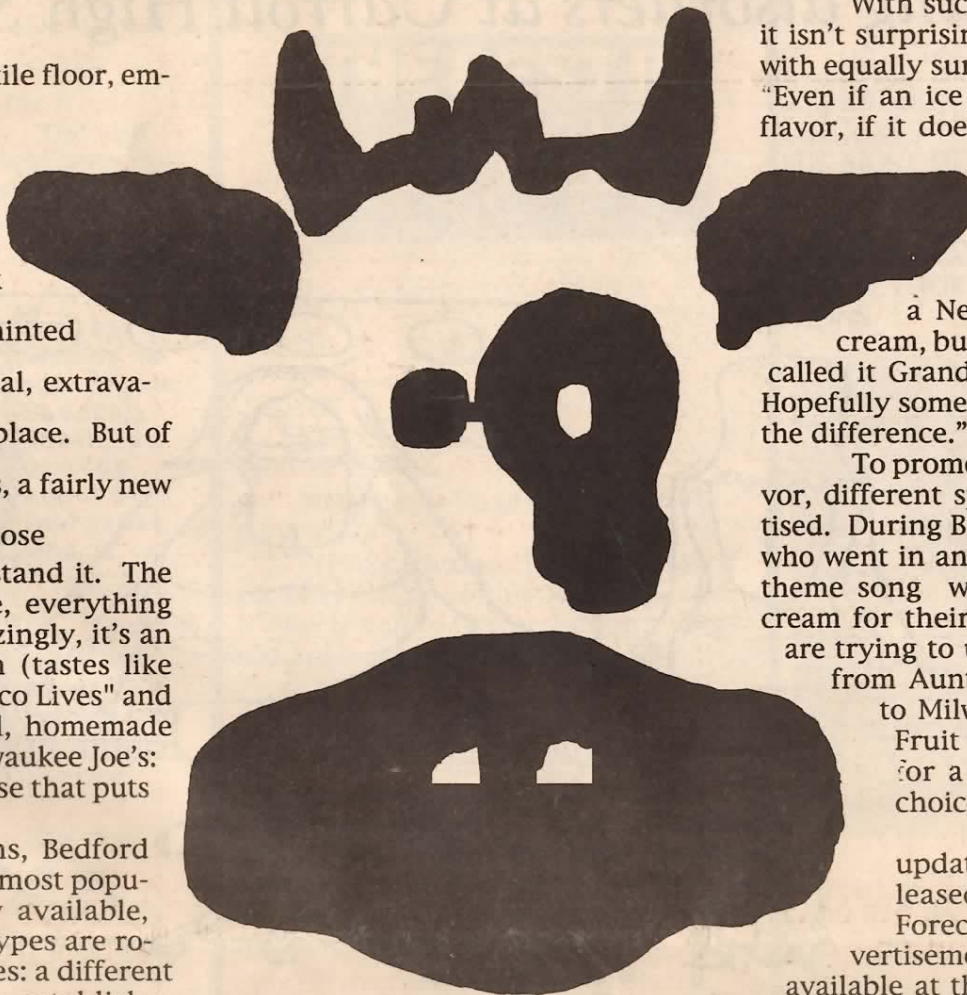
Where To Lick A Funky Chunky Monkey

By Will Potter

The black and white tile floor, employee wearing a tie dyed cow hat, pink border along the walls, and big cow heads randomly stuck on the walls for ambiance hinted that this may be an unusual, extravagant, out of the ordinary place. But of course, it's Milwaukee Joe's, a fairly new edition to the world of lactose

I hate disco. Can't stand it. The look, the sound, the style, everything about it is revolting. Amazingly, it's an excellent flavor ice cream (tastes like Fruity Pebbles cereal). "Disco Lives" and an array of other unusual, homemade flavors are available at Milwaukee Joe's: a private ice cream franchise that puts Baskin Robbins to shame.

At the two locations, Bedford and Camp Bowie, 12 of the most popular flavors are constantly available, while approximately 250 types are rotated between the two stores: a different one each day. Efforts to establish a Southlake location have not yet worked



With such extraordinary flavors, it isn't surprising that they are labeled with equally surprising names. He said, "Even if an ice cream has the greatest flavor, if it doesn't sound good people aren't interested. Last month for instance, we made a New York Cheesecake. Most people would call it just a New York Cheesecake ice cream, but we put a little twist and called it Grandma Fred's Cheesecake. Hopefully something like that will make the difference."

To promote the store or a new flavor, different specials are often advertised. During Brady Bunch Night, those who went in and sang the Brady Bunch theme song were awarded a free ice cream for their hard work. Or, if you are trying to unload those fruit cakes from Aunt Edna, just bring them to Milwaukee Joe's during the Fruit Cake Exchange Program for a free ice cream of your choice.

Every month an updated Flavor Calendar is released with the Daily Flavor Forecast for that month, advertisements, and maps. They are available at the stores or they can be faxed to a business or other location. The

Desirable Dairy

At least sample these this month:

*Cinnamon
*Cookies and

Java

*Pumpkin
*Milwaukee

Muskateerski

*S'mores
*Mud Pie
*Disco Lives
*Kiwi

The "Standard" Flavors

*Almond Joy
*Black Raspberry Truffle
*Bordeaux
Cherry Cheesecake
*Chocolate
*Cookies and Cream