

# CELEBRATING OUR 20th 1921 - YEAR IN BUSINESS - 1941

## ANNIVERSARY PRIZE ICE CREAM BRICK

IN THE  
NEW "BUTTERSCOTCH" REVEL FLAVOR  
6 WORTHWHILE PRIZES TO BE WON 6

### THE RULES

Inside each Anniversary Ice-cream Brick package you will find a coupon. This coupon has a number and a space on which to write your name and address. Write these plainly and forward all coupons to "Central Creameries Ltd., Charlottetown, or "Perfection Dairy," Summerside. There is no limit to the number of coupons one person may send in. The contest will commence April 24 and end May 15. On Tuesday, May 20, a drawing for the prizes will take place in the Prince Edward Theatre, Charlottetown. All coupons must reach our office not later than Saturday, May 17. Only the Anniversary new Butterscotch Revel flavor brick contains coupons.

### THE PRIZES

- First — — — \$25.00  
In War Saving Certificate
- Second — — — \$15.00  
In War Saving Certificate
- Third — — — \$10.00  
In War Saving Certificate
- Fourth — — — \$ 5.00  
In War Saving Certificate
- Fifth — — — \$ 3.00  
In War Saving Stamps
- Sixth — — — \$ 2.00  
In War Saving Stamps

### THE NEW BRICK

The Anniversary Brick introduces to the public a new flavor. All Islanders will remember that Perfection Ice Cream gave its patrons a new thrill last year in "REVEL" Ice Cream, the ice cream honeycombed with chocolate fudge. The flavor we are now offering the public "BUTTERSCOTCH" is another Revel product.

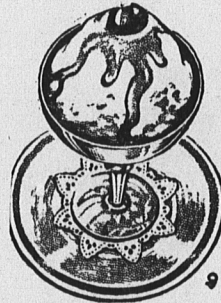
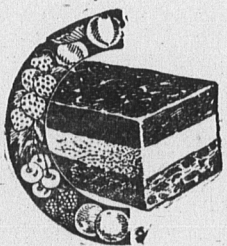
The new flavor is honeycombed with Butterscotch.

Try a brick of Butterscotch, and get in line for one of the prizes offered by Perfection Ice Cream. The new flavor is delicious. You will like it.

ASK FOR

### THE BUTTERSCOTCH "REVEL" Anniversary BRICK

In the Special Red Label Carton, the only carton which contains coupons. Employees of Central Creameries or their families are not eligible for prizes.



Bricks now ON SALE AT ALL ICE CREAM DEALERS. Dealers are asked to keep a good supply of Anniversary Bricks on hand so as not to disappoint customers. Dealers should phone or write promptly for supplies.

## Perfection ICE CREAM

MANUFACTURED BY

## CENTRAL CREAMERIES LTD. Charlottetown

PHONES 848-849

## AND NOW "FUDGICLE"

A NEW FROZEN CONFECTION ON A STICK INTRODUCED TO THE PUBLIC FOR THE FIRST TIME ON OUR 20th Anniversary

Fudgicle has a marvellous malted chocolate flavor and is smooth and fudge-like. Try it and get a new taste thrill. It is made from cream, milk solids, eggs, sugar, gelatine and flavor.



FUDGICLE

### SAVE THE BAGS

FROM  
FUDGICLES & CHOCOLATE DIPS  
and CREAMSICLES

— PREMIUMS —

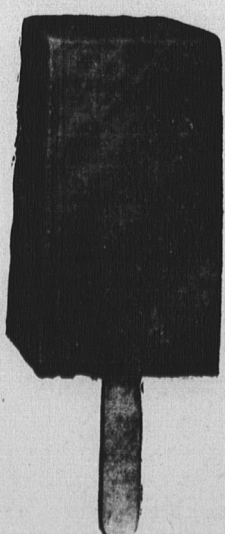
The bags can be exchanged for valuable premiums. Ask any Icecream dealer for new premium list of valuable articles. Every Premium of high quality.

FUDGICLE AND CHOCOLATE DIPS

— ARE ON SALE TODAY —

CREAMSICLES ON SALE JUNE 1st

These confections are pure wholesome, and made in a modern dairy maintaining the highest standards of cleanliness for your protection.



CHOCOLATE DIP

The Central Creameries Ltd. Charlottetown

LICENSEES OF THE

JOE LOWE CORPORATION  
TORONTO CANADA

## Perfection Ice Cream First Went on Sale APRIL 24th, 1921

## Central Creameries Has Progressed To Front Rank Among Maritime Dairies In Its 20 Years of Existence.

The Central Creameries of Charlottetown, Summerside and Souris, manufacturers of PERFECTION brand Butter, and Ice Cream is today celebrating its twentieth Birthday. It was on April 24, 1921, that this now widely known Company

Souris building was remodelled in the spring of 1928 and completely equipped for the manufacture of butter. Moving into Prince County, Central Creameries on August 30, 1929, procured a half-acre lot in Summerside from the estate of the late

systems in the province was installed.

Dominating the policy of the Company since its birth has been insistence on modernity. Both the Summerside and Charlottetown branch are completely equipped with sprinkler system for fire pre-



Central Creameries Office and Plant, Charlottetown

three open its doors for business on Grafton Street in a building now occupied by the Royal Packing Company. In modest premises and under not very auspicious circumstances the new Company commenced the manufacture of butter and ice cream, under the trade name PERFECTION. Several years later in face of adverse business conditions, and only fair prospects the Company courageously purchased a property on 225 Filzroy Street and on October 15, 1924 opened a newly erected building. This is still the site of the Company's Charlottetown plant and offices. Almost three years later the Central Creameries opened a Souris branch on June 15, 1927. This was a buying station. The

J. A. Noonan. On this lot a modern building known as the Perfection Dairy was constructed and opened for business on March 18, 1930. This Summerside plant installed the finest equipment available at the time, for the production of butter and ice cream, and it was self-contained throughout. Approximately six years later, September 9, 1936, the rebuilding of the Company's plant in Charlottetown commenced, and this Charlottetown creamery is now undoubtedly comparable with any in the Atlantic provinces. The Charlottetown building is of two rocky stories and basement. It is 119 feet long by 65 in width. When this last rebuilding took place one of the most complete public cold storage

vention, and from year to year the Company has replaced outmoded plant with the newest and most efficient known to the Dairy world. For example it has just purchased the latest in churns. This unit is known as "The New DeLaval Vane Churn." It has a capacity of 1750 lbs, and is the first of its kind to be brought to Prince Edward Island. There are no packing glands in any part of the churn, nor any exposed metal. This means that the butter never comes in contact with metal, during the process of manufacture, as it is the case in older churns. The rest of the equipment, whether it be for the manufacture of butter or ice cream, unit by unit, is the best that dairy equipment designers have produced. The plant, indeed

represents twenty years of hard work and progress.

The Central Creameries of Charlottetown is serving numerous farmers, hundreds of merchants and householders, and a vast area in Queen's county. It has about two thousand cream patrons. When the Company first opened for business it had one cream route extending from Moncton to Charlottetown and twelve patrons. It may be noted that all of these patrons, yet living or remaining on farms, still bring their cream to the Company's door. Mr. J. P. Simmonds, President and Managing Director of the Company, has been responsible for the growth and progress of the Company, and his knowledge of dairying was gained in the school of practical experience. In the spring of 1902 he made his first contact with the dairying business at Dunstaffnage where he was employed for a year under Lorne A. Gibson. Mr. Gibson is now Dairy Commissioner for the province of Manitoba. In 1903 Mr. Simmonds went to Hillsborough, P.E.I., where the factory Manager was Aloysius Sullivan. In the winter of 1904 the present Managing Director of Central Creameries moved to the dairy centre of Sussex, N.B., where he took charge of two skimming stations. For a brief period 1905-1908 Mr. Simmonds lived in Western Canada, and engaged in railroading with the C. P. R., between Winnipeg and Brandon. Returning to the Island he once more resumed the Dunstaffnage Creamery where he remained for eleven years.

Following his long period of service at Dunstaffnage Mr. Simmonds accepted the position of manager of the Farmer's Co-operative Creamery at Moncton, N. B.

He continued with the Moncton firm for a number of years, and after his Moncton experience that he opened the Central Creameries in Charlottetown, twenty years ago today.

The Central Creameries has not only led the way in the installation of modern sanitary equipment, but it has been the first to introduce not only equipment, but new products. It was the first Company in the province to manufacture and sell ice cream on a stick. It was the first Company in the Maritime to pack fresh frozen strawberries under the trade name KOLD-PAK. It has introduced such new ice cream as REVEL, an ice cream combined with chocolate fudge. It also brought to the province the first Vogt Instant Freezer.

The Chief Accountant of the company is Mr. L. A. McDougall, who has been a member of the staff since shortly after the Creamery came into existence.

Two other old and valued members of the Staff are Mr. Perry Rood, Plant engineer, and Mr. Max Burgess, the Plant Superintendent. Each of these employees has been with the firm fifteen years.

The manager of the Summerside branch of the Central Creameries is Mr. A. H. Hubley. He has held this position since the branch opened. Mr. Hubley took a general dairy course in the manufacture of butter, ice cream and cheese at Guelph, Ont.

The manager of the Souris branch for a number of years is Mr. H. MacDonald, a graduate of St. Dunstan's University.

For the past few years as a service to farmers Central Creameries has been handling flour and feeds with ware house at Summerside and Charlottetown. It specializes in Quaker feed.

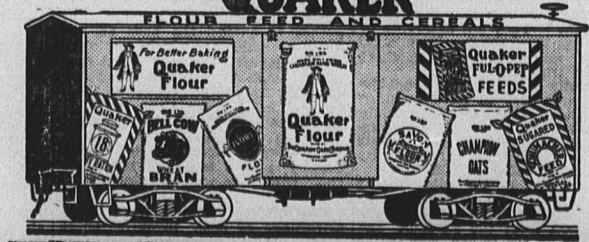
## WE ARE CARLOAD BUYERS OF QUAKER FLOUR AND FEED

FUL-O-PEP  
POULTRY FEEDS

Chick Starter  
Fine Chick Feed  
Growing Mash  
Coarse Chick Feed  
Developer  
Broiler Mash  
Scratch Grains  
Egg Mash

### Miscellaneous

Thoroughbred Horse Feed  
Oil Cake Meal  
Soyabean  
Bran  
Cracked Corn  
Cornmeal  
Feed Wheat



Why QUAKER FEEDS are  
the Best Money Can Buy!

Realizing that feeds play a major, important part in your net profits, The Quaker Oats Company, makers of Quaker Feeds and the largest cereal millers in the British Empire, have maintained for years highly scientific laboratories and modern experimental farms. The sole purpose of these proving grounds is to produce the most efficient feeds available per dollar spent. These modern experimental farms are always testing and proving new ideas in feeding, striving always with one thought in mind—to produce the best feeds money can buy.

CENTRAL CREAMERIES LTD.  
CHARLOTTETOWN, SUMMERSIDE, SOURIS.  
AUTHORIZED DEALERS

## The QUAKER OATS COMPANY

QUAKER DAIRY  
FEEDS

18% Dairy Ration  
24% Dairy Ration  
32% Dairy Ration  
Sweetened Moulée  
Ajax Moulée  
Calf Meal  
Sweetened Vim

### HOG FEED

Pig Starter  
Pig-N-Hog Maker  
34% Hog Concentrate  
Schumacher  
Barley Meal  
Fish Meal  
Shorts  
Middlings  
C. I. L. Mineral Salt

HURRY UP WITH  
OUR QUAKER  
PIG-N-HOG FEED!

