

CENTRAL CREAMERIES LTD.

Charlottetown

Summerside

Souris

AN IMPORTANT ANNOUNCEMENT TO OUR MANY CUSTOMERS, PATRONS and FRIENDS:

Resulting from almost a year of successfully working together, during which time Central Creameries Limited has been manufacturing the famous "Farmer's Wife" brand of infant foods, we are pleased to announce that Cow & Gate (Canada) Limited have become equal partners with us in Central Creameries Limited. We are confident that this association of two of Canada's prestige producers of dairy products will have important advantages.

THIS ASSOCIATION WILL HELP DEVELOP THE MARITIME ECONOMY AND, PARTICULARLY, THE DAIRY INDUSTRY OF PRINCE EDWARD ISLAND!

MILK PRODUCERS

This association will be of particular significance to dairy farmers on the Island as Central Creameries Limited now purchase supplies from more than 8,500 Island farmers. The technological and marketing facilities now available will enable us to provide new and expanding markets for milk produced by Island dairy farmers, and a steady year-round market for their increasing production.

CONSUMERS

The most advanced research laboratory of its kind in Canada, recently completed by Cow & Gate (Canada) Limited, will make it possible for Central Creameries Limited to keep in the forefront of all new developments in the dairy industry . . . and thus make available, to consumers, new products now under consideration.

EMPLOYEES

The backbone of any successful operation is a loyal and capable staff . . . and in this respect we are indeed fortunate. To our trained staff goes much of the credit for making the brand name "Perfection" synonymous with excellent products. The association now formed will provide opportunities for advancement of these employees, and for the addition of new members to our staffs.

WHOLESALE AND RETAIL OUTLETS

A group of ten specially trained sales representatives will cover the Atlantic Provinces. Sound and proven sales methods will be employed with the object of providing the wholesalers and retailers with maximum service and support.

MARITIME ECONOMY

This association with Cow & Gate (Canada) Limited, whose parent body was established in England in 1740, will open new markets in the Maritimes and may prove to be one of the most significant and historical steps in the history of the Maritime Dairy Industry.

A FORWARD STEP

We have witnessed tremendous development over the years . . . from a staff of two in 1921 to a staff now in excess of a hundred at peak periods . . . and from a yearly sales volume of \$10,000 to one of approximately two and a half million dollars in 1957, more than half of which is directly attributed to the establishment of the Concentrated Milk Division in 1953. We look forward to a future which augurs well for the dairy farmers . . . for the consumers . . . and for the entire Maritime area.

John A. Simmonds, President.

Percy M. Simmonds,

Vice President and Secretary Treasurer.