

O P E N

H O U S E

WHERE — Central Creameries Ltd.

DATE — Tuesday and Wednesday, October 20 and 21

TIME — Tuesday 1.30 to 4.00 p.m. — 7.00 to 9.00 p.m.
Wednesday 1.30 to 4.00 p.m.

INVITED — The People of Prince Edward Island

For more than 30 years this Company has been intimately connected with the daily life and progress of the people of Prince Edward Island.

The founder of the Company, the late J. P. Simmonds, had faith in the Island's greatest industry, Agriculture, and in the future of that industry in this Province. Under his guidance, his progressive management and foresight, the Company prospered, and as it prospered it ploughed back profits into modern equipment, new buildings, advertising, and progressive salesmanship.

By producing quality products, it has been possible to invade outside markets on a competitive basis, and by so doing, to widen and stabilize the market for the Dairy producers of this Province. Because we have been able to sell our manufactured surplus to outside markets, we have been able to buy more from our primary producers, the Dairymen.

No less than Great Britain, it is true of our Province to say, that "we must export or die."

The present invitation to attend our "Open House" is linked with the official opening of our new Concentrated Milk Products Division. The opening of this new Plant, is yet another forward step in the Company's continued expansion, and guarantees yet wider and more profitable outlets for the Dairymen of the Province.

The new Building with its costly equipment, is visible and concrete evidence of the Company's intention to continue to work hand-in-hand with the farmers of the Province. We believe that our interests and those of the farmers, are inter-dependent, and that the prosperity of the one is interlocked with the prosperity of the other.

We believe that our new Plant is proof of our sincere desire, to go forward, together with the Dairymen in a mutually, profitable spirit of co-operation and good-will.

We buy from many people in this Province, and we sell our products to many people in this Province; we give employment to a large number of people in the Province. We do business directly or indirectly with most of the people in the Province, and that is why we think the people of the Island will be interested in attending our "Open-House" on Tuesday and Wednesday, October 20th and 21st.

CENTRAL CREAMERIES
Limited
SUMMERSIDE · CHARLOTTETOWN · SOURIS