PUBLIC TEDGER-PHILADELPHIA, THURSDAY, DECEMBER 23,

Lhank For Your Co-operation During 1920 And Wish You A Merry Christmas And A Happy New Year~~

To the We thank you for the cordial way in which you greeted Colonial Ice **Public** Cream; for the confidence you placed in our product; for the faith bestowed

on our advertisements; for the interest shown in our \$5000 Essay Contest.

Nine months ago we were unknown; today our ice cream is acknowledged "Philadelphia's Best." Our success we owe to you --- the people of greater Philadelphia. For our business is your business, conducted in your interests. Only in so far as we benefit you do we benefit ourselves.

Nine months! And in that short period we have achieved what most ice cream manufacturers have failed to do in nine years. We have served sufficient ice cream to Philadelphians to have provided a plateful to every boy and girl, man and woman in the United States, and still have had left sufficient to serve a second helping to every Philadelphian.

We cite these figures not as a boast, but merely to convey the fact that there must be some good reason for the great popularity of Colonial Ice Cream. The reason is as simple as it is plain. It can be summed up in the one word: "Quality." Rich cream, finest grade granulated sugar, ripe fruits and pure flavors! An ideal of Purity always adhered to; a standard of goodness religiously abided by.

We have kept our pledge. We have given you the finest ice cream in the country. And for the coming year of 1921 we again solemnly pledge our resources and our earnest endeavors to maintain the standard of Colonial Ice Cream, so that at all times we may truthfully say:---"Better Ice Cream Can't Be Made." We Thank You.



To Our Dealers

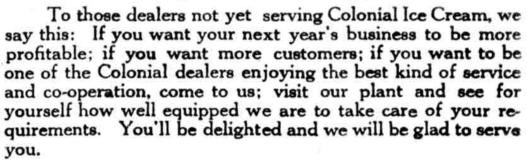
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WE thank you for your whole-hearted co-operation in 1920. Many of you we have served since our first day in business; others we have placed on our list only after we had demonstrated our superiority of quality and service. Not one of our 2400 progressive dealers have we ever wilfully disappointed. In the hottest days of summer we never failed you. When you needed us most we promptly responded.

Thru you we have been enabled to reach the people-to the benefit of all. We have given them an ice cream which you know to be "Philadelphia's BEST." And in return many of you have doubled and trebled your ice cream sales, have gained the good will of your customers and have increased your profits.

In 1921 we hope to surpass our 1920 record and be of even greater service to you. More trucks will mean better deliveries; extensive Colonial advertising will bring you bigger business. There will be a greater demand for Colonial Ice Cream, for now our merits are known; we have grown from an acorn into a great oak. We thank you!



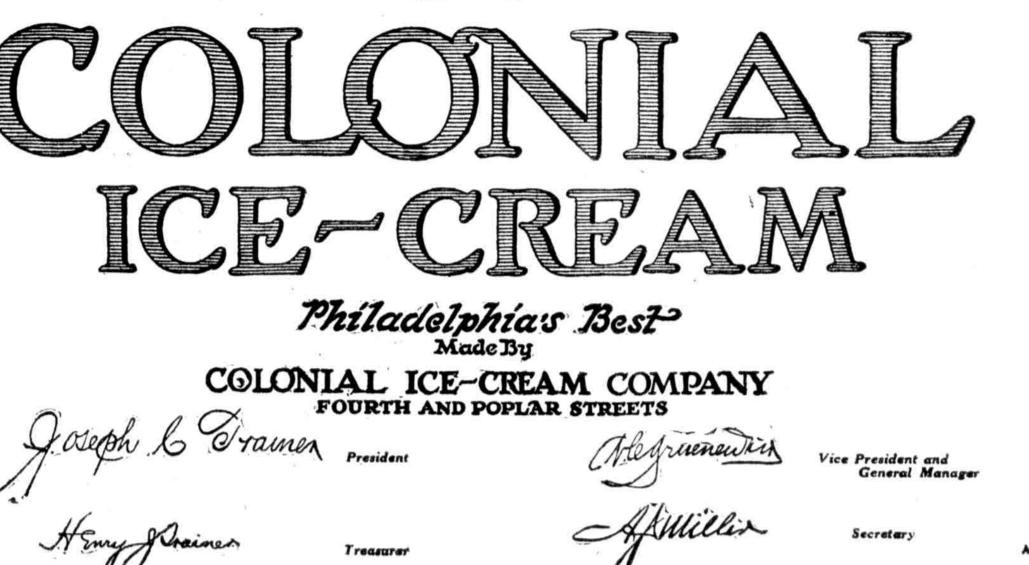
A Merry Xmas and a Happy Prosperous New Year to You All

More Than 10,000 **Essays Have Been** Received in the \$5,000 Cash **Essay Contest**

The schoolchildren of greater Philadelphia and neighboring cities responded heartily to our invitation to enter this contest. Thousands of them, accompanied by their teachere, visited the Colonial plant and were delighted to see how "Philadel-phia's Best" Ice Cream is made. Inspired by the splendor, brightness and cleanliness of the factory, they wrote remarkable compositions.

Prize Winners Will Be Announced Very Soon

We renew our invitation to the schoolchildren and their teachers to visit us during the Christmas holidays.



Make Your Xmas and New Year Dinners Complete

Serve

COLONIAL ICE-CREAM

Somehow dinner would not be complete without Colonial Ice Cream. As a dessert it is unexcelled. As a food it ranks among the best.

No fuss, no bother, an inexpensive luxury and certain to please everybody-whether at dinner, luncheon, or the formal or informal social function.

SPECIAL FOR THE HOLIDAYS

COLONIAL BISQUE A Flavor Without an Equal Anywhere

Treasurer