

# We Thank You!

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

## To the Public

We thank you for the cordial way in which you greeted Colonial Ice 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

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!*

To those dealers not yet serving Colonial Ice Cream, we say this: If you want your next year's business to be more profitable; if you want more customers; if you want to be one of the Colonial dealers enjoying the best kind of service and co-operation, come to us; visit our plant and see for yourself how well equipped we are to take care of your requirements. You'll be delighted and we will be glad to serve 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 teachers, visited the Colonial plant and were delighted to see how "Philadelphia'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.

# COLONIAL ICE-CREAM

*Philadelphia's Best*  
Made By

COLONIAL ICE-CREAM COMPANY  
FOURTH AND POPLAR STREETS

*Joseph L. Trauman* President

*Ale. Gruenewald* Vice President and General Manager

*Henry J. Trauman* Treasurer

*A. Miller* Secretary

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