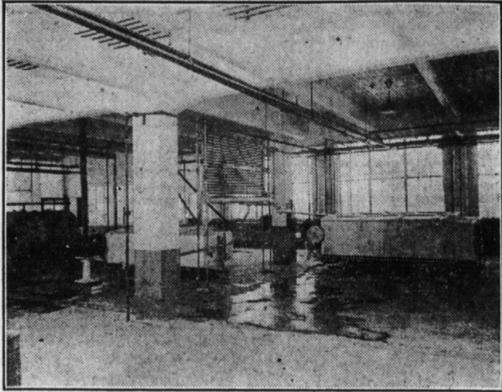


## New Home of Hershey Creamery Co., Formally Opens Tomorrow Evening, July 18th



Pasteurizing and Mixing Room—Where Hershey's Superior Ice Cream Begins Its Manufacture

### HERSHEY'S SUPERIOR ICE CREAM PURE, DELICIOUS AND WHOLESOME

Made Through Sanitary Process Every Step of the Way.  
No Hands Touch Any Part of the Materials Used  
From Beginning to the Time Cream Is Delivered

It will be a real treat for the public to see the complete process through which materials go in the making of Hershey's Superior Ice Cream. Not from the time the milk is placed in the large vats until the finished ice cream is packed for delivery do human hands touch the product. Every sanitary precaution is taken by means of sanitary cared for machinery used throughout the plant.

The milk arrives from the farm and is put into large sanitary vats where the cream is separated from the milk in order to condense it.

The huge pasteurizing vats hold the milk for thirty to forty minutes while it is heated to a temperature of 150 degrees. Dairy experts claim that 145 degrees are enough.

It is then run through the homogenizer, which breaks up all the particles into uniform particles so that the ice cream will have a uniform texture, vel-

vety like whipped cream. It is then run through the cooling vat, where it is cooled quickly by artificial refrigeration, and kept there until it is ready to be frozen into ice cream. No hands touch the cream during these operations.

The cream is frozen by artificial refrigeration, with no ice or salt. It is constantly tested by a very delicate testing machine to ascertain the uniformity. This is one of the fine features of Hershey's Superior Ice Cream.

The delicious fruit flavors of Hershey's Superior Ice Cream are secured by natural fruit which is kept in the cold storage rooms without boiling. The natural fruit flavor is thereby retained.

When you attend the Formal Opening tomorrow evening you may partake of Hershey's Superior Ice Cream and enjoy its deliciousness.

#### FOOD DIRECTOR ADVISES USE OF MILK PRODUCTS

Economical as Well as Nutritious; Plenty of Milk in Country

The economy in the use of milk and ice cream is well established. The food administrator urges the greater use of them. There is plenty of milk in the country and it is difficult to export.

In order to conserve sugar our normal requirements have been reduced 25 per cent. The laboratory experts have worked out a formula by which a certain percentage of corn sugar may be used as a substitute and makes a fine rich cream.

#### Strict Sanitary Methods in Cleaning Cans

The used ice cream cans are cleaned by machinery. The cans are put into a huge machine and a large brush cleans each can separately with boiling water. Then the can goes automatically to a steam sterilizer where it is again thoroughly cleaned and comes out dry and hot. The process is not only sanitary but it is sure. There is no chance for cans to get into contact with foreign matter after they leave the sterilizing room.

#### Shower Baths For Men Employes Modern in Every Detail

The men of the plant may have the daily use of shower baths in the large and commodious locker rooms. There is a steel locker for every man. The locker rooms afford the utmost in protection and supply the hot and cold water in great abundance. This feature of the plant is greatly appreciated.

YOU are cordially invited to attend the Formal Opening of the New Hershey Creamery Co. Plant, tomorrow, Thursday evening, 7:30 to 10 o'clock. Hershey's Superior Ice Cream will be served complimentary to all guests.

The Hershey Creamery Co. Plant  
Is Insulated With

**Pure Corkboard**

Supplied by

**Junius H. Stone**

Cold Storage Insulation  
Pure Compressed Cardboard  
Mastic Floors

Eighth Ave. & 34th St., New York

*The Construction of*

**The Hershey Creamery Co.**

*Was Under the Supervision of*

**Jos. W. Pomraning**

*General Contractor & Builder*

Kunkel Building

Harrisburg, Pa.

*Steam Fitting Apparatus  
Pipes, Fittings and Valves*

In The Hershey Creamery

*Furnished by*

**Appleby Bros. & Whittaker**

**WHOLESALE**

*Supplies for*

*Mill, Mine, Contractor, Railroad, Builder,  
Plumber, Steam Fitter*

Complete Stock in Our Warehouse  
216 South Second Street Harrisburg, Pa.