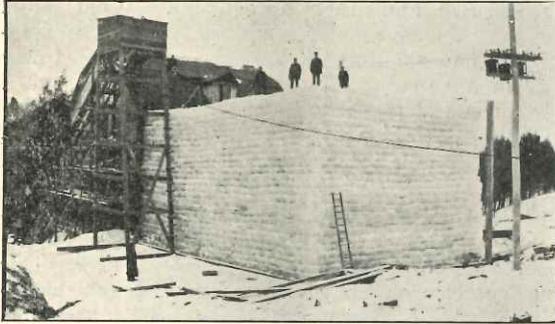


NEW BRANFORD ICE COMPANY

There has recently been incorporated in Branford a new concern, which is known as the Branford Ice company. This company has acquired by purchase, among other important purchases, the wholesale and retail ice business conducted for several years by Messrs. A. Louis Rogers and Raphael Sims. The new company has been organized under the corporation laws of the state of Connecticut and has been granted many important privileges not enjoyed by the former owner.



A SURPLUS STACK—NOW HOUSED.

The Branford Ice company is permitted and purpose to conduct a general ice business, including the production and sale of natural and artificial ice, the sale of spring and distilled water, the sale of feeds, grains and forage products, the sale of coal, wood, oil, peat and other fuel products and have other important business privileges which they can exercise at their discrimination.

The company has also purchased thirty-four acres of land, with necessary buildings, on the Branford river, which include water rights.

The old partnership had been established for several years, and during its entire existence conducted a very profitable business. It found a ready market for its product among the residents of the towns

Some Prominent Business Men of Branford Plan an Interesting Enterprise—Corporation Has Been Granted Exceptional Privileges.

along the shore and there has been always a demand for its surplus in the New Haven wholesale market, because of the uniform good quality of the ice. That part of the company's property which is located on the Branford river is exceptionally situated for the production of clear, solid ice of the utmost purity.

The company owns, besides this, fourteen acres of land, with buildings, in the town of Branford near Stony Creek and in taking over the real estate and good will of the old partnership the new corporation acquired all their contracts and physical property, including a big automobile truck, horses, wagons, carts, etc. The automobile is shown in the accompanying illustration.

The Stony Creek property has a splendid sanitary reservoir, which has been obtained by the building of a new concrete dam.

An interesting feature of the new company is that it also contemplates the establishment of a summer bungalow colony on the wooded slope of its property; the location has been pronounced a most attractive one.

The present facilities of the company permit the harvesting of ten thousand tons of ice and their ice houses have a storage capacity of four thousand tons, but additional store-houses are to be built during the coming year.

All interested in the management are men of wide business experience. The president of the company, Raphael Sims, is at present the cashier of one of the largest contracting firms in the world and has had an experience in the lines of business such as the new company purpose conducting for a period of more than twenty-five years.

A. Louis Rogers, secretary of the company, has been in the ice business for several years and is favorably known because of his sterling integrity and great energy.

The treasurer of the company is J. J. V. Cuninghame, who is very well and favorably known to the people of Branford and vicinity having held a number of important positions of public trust. The person-



THE BRANFORD ICE CO. MOTOR TRUCK.

nel of the management it is felt by the people of Branford and all others who know them assures the success of the venture.

One of the accompanying illustrations shows a stock of ice harvested during the past season in excess of the storing capacity. Since the photograph was taken a house the size of this stock has been built.

The new company has options on land for the enlargement of its lake and have plans already prepared for the beautifying of the landscape surrounding the lake that will, when their plans are completed, make it one of the most attractive spots in southern New England.