

## PETERS (WA) LIMITED

An American, Frederick A B Peters, formed the Peters American Delicacy Company in WA in July 1929. In 1948, it became Peters Ice Cream (WA) Limited. In 1981, an amalgamation with Peters Foods (WA) Pty Limited (successor to the Western Ice Company that was acquired by Peters in 1929) formed Peters (WA) Limited.

Edward Browne started a dairy in the Shenton Park area in the late 1880s and in 1915 he purchased the Wholesale Farmers Co-op Dairy Co. and developed Brownes Dairy Ltd. This company was totally acquired by Peters in 1962 after having some co-operative ventures since 1949.

The Peters and Brownes Group was taken over by Fonterra Brands (Australia (P&B) Pty. Ltd in 2005.

PRIVATE ARCHIVES MANUSCRIPT NOTE (MN 2560; ACC 6851A; 8218A, 9818A, 10433A)

SUMMARY OF CLASSES	
ADVERTISING	LISTS
ALBUMS	MANUSCRIPT
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BIOGRAPHIES	NEWSPAPER CUTTINGS
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CATALOGUE	PHOTOGRAPHS
CORRESPONDENCE	POSTERS
DIARIES	PRICE LISTS
DRAFTS	PRINTING PLATE
EXTRACTS	PUBLICATIONS
FILES	RECORD BOOKS
FINANCIAL INFORMATION	REPORTS
HISTORIES	STOCK SALES
INDUCTION KITS	SCRAP BOOKS
INSURANCE POLICIES	SHARE REGISTERS
INVITATIONS	SIGNS
LEAFLETS	SOUND RECORDINGS
LEDGERS	STICKERS
LEGAL DOCUMENTS	TRIBUTES

Acc. No.	DESCRIPTION
	ADVERTISING
6851A/50 OSM	n.d. Collection of wall and freezer posters, and promotional material for Peters ice cream products. 31 items

Acc. No.	DESCRIPTION
6851A/51	n.d. Collection of wall and freezer posters for Pauls ice cream products. Also a promotional file given to retailers for the new "Alf" ice cream. 25 items
6851A/52 OSM	Date range: 1950s? - 1976 Brownes. Three newspaper advertisements for yogurt and milk, and two printed brochures
6851A/53 OSM	n.d. Collection of wall and freezer posters for Walls, Weis, Big Drum and Tip-top ice cream products. 7 items
6851A/68	n.d. File of promotional material for new "Drumstick" brand sundae cones (United States of America)
6851A/70	n.d. "The School Paper Cover". Card cover for the Western Australian Education Department's <i>School Paper</i> magazine. Contains many advertisements for Western Australian companies, including "Peters" on the front cover
8218A/1	n.d. Collection of wall and freezer posters, and promotional material for Pauls ice cream and dairy products
8218A/2	n.d. Collection of wall and freezer posters, and promotional material for Peters Group of Companies, Pauls ice cream and dairy products, Brownes dairy products
8218A/3	n.d. Collection of wall and freezer posters, and promotional material for Peters ice cream products and Pauls ice cream products
8218A/4	n.d. Posters and promotional material for Peters Pies, Weis, Tip-Top, and Brownes dairy products. Includes Top Cup Promotion 2003
8218A/5	1979 Correspondence and invoice relating to advertisement which appeared in the Magen David Adom diary- calendar. Includes 2 Pauls Billa Bongs stickers
	ALBUMS
6851A /21 OSM	n.d. Photographs of Israeli dairy products and supermarket displays of dairy products in Israel. Includes slides of some of the photographs
	ANNUAL REPORTS
6851A /22	1986 Peters (WA) Limited Annual Report. (A set of annual reports is in the Batty Library serials collection)
	APPLICATIONS
8218A/6	1994 Peters & Brownes Group Application for Human Resources Best Practice Award
	ARTICLES
6851A/ 29	Date range: 1987 - 1993 "How Milk Gets From Cow to Fridge" <i>West Australian</i> February 24, 1987, p. 50. Photocopy - "Managements, Staff Back Workplace Reform Programs" <i>West Australian</i> March 26, 1993, p. 42. Photocopy
	BIOGRAPHIES
8218A/7	Date range: 1969 - 1999

Acc. No.	DESCRIPTION
	Frederick Augustus Bolles Peters - Robert Irwin Browne – Walter Theodore Browne – Edward Timothy Hooley – Edward Browne – Sydney Douglas Corser - Garnet K Some researched and compiled by Adrian and Dorothy Turton – Adrian Jamieson Turton submitted by Dorothy Turton – George Sturgeon Harvey – Bill Aiken. Includes profile of the Chew Empire, and excerpt from the Golden Wattle Cookery Book containing advertisement for Peters
	CALENDARS
6851A /12 OSM	1925 Calendar with illustration of a girl holding roses. Titled “With compliments of RE Browne Wholesale Dairy Farmers’ Co-operative Dairy”
	CATALOGUE
8218A/8	c1931 Peters Ice Cream, second published catalogue
	CORRESPONDENCE
6851A/31	Date range: 1985 - 2006 Letter from D Prall to PM Elphinstone that includes copies of the original drawings of Brownes milk bottles between 1928-1970 - Letter from SW Knott to J Jefferies regarding photographs
8218A/9	Date range: 1926 - 1982 Mainly relates to window dressing – Proposal by D W Bingham & Co Pty Ltd for an Ice Cream Sandwich machine – Prestair Corporation and carbon dioxide ice – licence to export meat. Also includes Peters’ procedures
9818A	Date range: 1966 – 2001 Correspondence, mostly related to photograph of Reginald Bonser used in Peters Ice Cream ads for many years. Also includes some newspaper clippings
	DIARIES
10433A	1932 - 1953 Brownes Dairy farm diary. Book of accounts, rain gauge measurements, taxes relating to the holdings of Robert Irwin Browne, of Brownes Dairy. <i>[Fragile, handle carefully]</i>
	DRAFTS
6851A /25	n.d. [A History of Peters and Brownes Group] Untitled. Author unknown. 77 pages
6851A /26	Not allocated
	EXTRACTS
6851A /39	n.d. Page 24 in volume 2 of “Gold and Ghosts: a Prospectors Guide to Metal Detecting and History of the Australian Goldfields” by D W De Havelland, which accounts the early history of Edward (Ted) Brown who later formed Brownes Dairy. (2 copies)
	FILES
6851A /7 OSM	n.d. Various contractors’ certificates
6851A /28	n.d. Correspondence, profiles and tributes relating to A J Turton, Manager, Research and Development
6851A /35	n.d. Career summaries: WT Browne (Managing Director 1940-1966), B Neubecker (General

Acc. No.	DESCRIPTION
	Manager, Dairy Division), C James (Manager of Brownes Dairy), SD Corser
6851A /38	n.d. Various pages from "Wall's Magazine" and other unknown sources outlining the history of Thomas Wall and Wall's ice cream
6851A /49	n.d. Kit promoting Big Drum's Drumstick marketing program for the United States of America. Includes stickers, brochures, leaflets, packaging, photos and negatives, artwork
6851A/54	n.d. File of "Goonies" promotional material including packaging for ice creams, band-aids and jubes, competitions, and other items
6851A/60	n.d. File of promotional memos and releases on new Peters' products, the "core range concept", and boosting sales of existing products
6851A/61	n.d. File of promotional releases on new Pauls' products including "A -Team", "Donkey Kong", "Havea Heart" and "Pink Panther"
6851A/67	Date range: 1985 - 1986 File of promotional material for the "Aussie Winner" ice cream (America's Cup win, 1986), and one of planning documents for Cup products, 1985. Includes booklet <i>History of the America's Cup</i> written and compiled by Lester-Townsend Publishing Pty Ltd, Sydney, 1986. Booklet sponsored by Peters
6851A/69	n.d. File of Pauls' "Garfield Hunger-Buster" ice cream commercial information. (2 copies)
8218A/10	Date range: 1986 - 1987 "Ice cream factory operations"
8218A/11	Date range: 1987 - 1995 "Old organisation chart"
8218A/12	Date range: 1996 - 1998 "Old organisational chart". Also includes a copy of a site plan showing buildings on Albert Street, Charles Street, Kadina Street
8218A/13	Date range: 1984 - 1985 "Public relations Balcatta". "N Thomas"
8218A/14	Date range: 1962 - 1995 "Brownes first pot-filler - first yoghurt filler". Situated at North Perth then Brunswick
8218A/15	Date range: 1984 - 1991 "Tours - dairy"
8218A/16	c 1992 Peters ice cream factory tour adventure kit - Blue Bell ice cream coloring book - promotional material for the Peters Group
8218A/17	n.d. Peters sales manual to be used by sales and distribution personnel - Peters' stickers - Peters' Dinosaur cards - glass transparency "The health food of a nation and it was Peters too!" featuring a baby's face and a cat licking an ice cream
8218A/18	n.d. File of promotional material for various products
8218A/19	n.d. File of promotional material for various products, incomplete
8218A/20	c1978 Peters & Brownes Group promotional material
8218A/21	Date range: c 1983 File and booklet of promotional material for Peters. Includes a newspaper clipping of an advertisement for Peters and Pauls
8218A/22	n.d.

Acc. No.	DESCRIPTION
OSM	"Get branded". Binder of promotional material for Cadbury, Connoisseur, Cottees, Freddo, Peters and Family Favourites
8218A/23	Date range: 1916 - 1983 Peters W A Ltd Training Programme and Handbook. Includes material relating to the history of Brownes - correspondence including original letter of thanks from Walter Browne upon his retirement – Miscellaneous material including notes on the growing of peas in the Mount Barker District by Peters Foods (WA) Pty Ltd - Contract for COR Diesel, Light Fuel or Fuel Oil – promotional material
8218A/24	Date range: 1900 - 1986 Research and development. Samples and flavours. Includes newspaper clippings – marketing and communications – copies of Government Gazette, reports and Parliamentary Debates relating to Select Committee inquiry into frauds by the Perth Ice and Refrigerating Company on the Railway Department – Royal Tour 1954, use of truck no 13 driven by M Beard (2 files)
8218A/25	1985 "Copies of land titles of properties at various locations" obtained from Office of Titles, 1985, relates to 1851 – 1974. Includes copies of newspaper clippings 1887 – 1977 on opening of Perth Ice Works - Perth Ice Company versus Railways – Perth Confectionery Company - Peters Ice Cream – excerpt from <i>Australian Dictionary of Biography</i> on Edward Hooley
8218A/26	Date range: 1947 - 1997 "Useful dates" from Bob Petroboni's notebook – Dinnie Rundle Pty Ltd – Wynne Meat Industries Ltd & its subsidiaries; a short history – Peters Group finance and administration division - Appendices of principal office holders – various photographs including Brownes' Brunswick Factory, half finished, 1947 – Peters Creameries Brunswick – various newspaper clippings and copies including copy of advertisement for Peters Ice Cream, 1933 – Notes on purchase of a block of land in Roe Street and the Roe Street brothels (2 files)
8218A/27	c1969 40 <sup>th</sup> Anniversary Report of Peters Ice Cream (WA) Ltd, booklet – Brownes Dairy Ltd: a record of 66 years of progress in the dairying industry, booklet – Brownes "Golden Seal" pasteurised milk, booklet – Induction Booklet for the Peters Group of Companies – The Australian dairy foods story with the compliments of Brownes Dairy Pty Ltd, booklet – Photograph of Peters' Western Ice Cream stationery showing slogan "Guaranteed Pure", 1929 – promotional material
	FINANCIAL INFORMATION
8218A/28	Date range: 1974 - 1975 Peters Creameries (WA) Pty Ltd. Statements of milk received from J & N M Walton, Boyanup
	HISTORIES
6851A /23	Date range: 1983 - 1999 "Peters Ice Cream (WA) Limited" (3 pages) - "The History of Brownes Dairy" (updated) (2 pages), 1983 - "Peters Dairy Division, The History of Brownes Dairy" (2 pages), 1983 - "Peters: a History of the Peters Group of Companies" (12 page booklet). Photocopy - "Peters (WA) Product History (1949/1959)" (1 page), 1999 - "Peters (WA) Product History (1960/1969)" (1 page), 1999 - Product Introductions in Chronological Order (Peters WA) (1 page), 1999
8218A/29	n.d. "A history of Peters (WA) Ltd, 1886 – 1986" by Adrian and Dorothy Turton. Sticker on front cover reads "Carolyn Polizzotto & Associates, Company historians, Nedlands", n.d. - "Brownes Dairy; history and product knowledge, May 1985"
8218A/30	c1995

Acc. No.	DESCRIPTION
	File "History of Peters". Various papers, notes and books including Notes for a radio interview with Alan Richardson. Also includes a copy of Ice Cream Feature in "Food Australia", History of Peters. C Polizzotto, floppy disc, unplayed, and first annual report, 1930, copy
8218A/31	Date range: 1969 - 2007 Papers and correspondence with Carolyn Polizzotto relating to revision of "History of Peters WA Ltd", preparation of History of the Peters Group of Companies, and supply of material for the book "The Factory Floor". Various research material including photograph of Peters and Brownes employees, Frank Rettura, Mick Brown and Allan Collier heralding the arrival of the Trumpet, and a tribute to Garnet Kingsley Somes on the occasion of his retirement (2 files)
8218A/32	n.d. File "Combined history of Peters Group of Companies". Peters Creameries quality assurance procedures and plant hygiene recommendations
8218A/33	Date range: 1954 - 1988 File "History of the company". Research material from 1928 onwards
8218A/34	n.d. File "Company history products". Photograph and promotional material
8218A/35	Date range: 1983, n.d. Peters & Brownes First 100 years. Draft and background information
8218A/36	Date range: 1928 - 2004 Research material including correspondence – newspaper clippings – Peters American Delicacy Company (WA) Limited, prospectus, 1929 – copies of Annual Reports – items from the Diaries and Ledgers of the late Algernon F Clifton of "Alverstoke", Brunswick Junction – price list, 1966
8218A/37	Date range: 1971 - 1991 "The Peters Group; an extract from the 1991 edition of Australia's top 500 companies" – "The Peters Group" – "A tale of two Peters". Includes research material
	INDUCTION KITS
8218A/38	1996 Peters Group of Companies Induction Booklet, n.d. – Peter & Brownes Group induction kit
	INSURANCE POLICIES
	Date range: 1967 – 1973 Inward and outward correspondence with The Prudential Assurance Company Limited
	INVITATIONS
6851A/37	Date range: 1976 - 1987 Function for new product launch at Sundowner Hotel. Attached list of expenses. Company not identified, 1987 - Brownes Dairy Pty Ltd. Invitation to Melbourne Cup Day luncheon and major promotion presentation at Subiaco Civic Centre, 1976
	LEAFLETS
6851A/33	n.d. Brownes Dairy: "The Story of Brownes Milk", The Story of Brownes Cheese", "Quick 'N' Easy Cold Milk Drinks", "Brownes Dairy Pty Ltd", "Brownes Ricotta"
6851A/34	n.d. Peters Dairy Division: "Description of Milk Processing", "Description of Milk Processing Operations", "Description of Cheese Making Operations" (2 copies), "Cottage Cheese"; "Yogurt", "Laboratory"
8218A/40	n.d. Introducing Peters (WA) Ltd – Sealtest homogenized vitamin D milk

Acc. No.	DESCRIPTION
	LEDGERS
6851A/1A OSM	Date range: 1959 – 1963 Peters Ice Cream. Includes 1 letter (5 pages) and 3 pages of calculations
6851A /1B OSM	Date range: 1967 – 1968 Peters Ice Cream
6851A /2 OSM	Date range: 1962 – 1968 Peters Foods. Includes 1 loose page
6851A /3 OSM	Date range: 1986 – 1987 Peters (WA) Limited. Also includes 3 loose pages of cash payments dated July – August 1987
6851A /4	Date range: 1968 – 1972 Plant Register
6851A /5	Date range: 1968 – 1971 Plant Register (mostly Chicken Park)
8218A/41 OSM	Date range: 1957 - 1988 Depositors ledger. Includes loose pages
8218A/42	Date range: 1969 - 1981 Direct labour cost ratios, distribution, manufacture, production
8218A/43	Date range: 1930 - 1973 Peters American Delicacy Co (WA) Ltd. Depreciation. (Insurance, crossed out)
	LEGAL DOCUMENTS
6851A /6 OSM	Date range: 25 October 1954 Deed between Brownes Dairy Limited and Commonwealth Dairy Produce Equalisation Committee Limited
	LISTS
6851A /30	Date range: 1982 - 1989 "Frozen Products – Retail". Includes launch dates - "Country staff" (2 copies – 1 copy with note attached dated 28/8/1987) - "Peters (WA) Limited" list of Directors and Executives - Index of ice creams. 4p
	MANUSCRIPT
6851A /24	1986 "A History of Joyce Australia 1886–1986" by Carolyn Polizzotto (60 pages)
	MEMORANDA
6851A /36	18 July 1985 Memorandum from General Manager regarding staff absenteeism
	MINUTE BOOK
8218A/44	Date range: 1968 – 1973 Peters Safety Committee
	NEWSLETTERS
8218A/45	Marketing News Date range: 1986 - 1990
8218A/46	1990 - 1992
8218A/47	1993 – 1995. Includes promotional material
8218A/48	Date range: 1976 - 1996 Annotated copies of Pic Magazine, Live Wire, Report to Employees, Tasty Times. Includes

Acc. No.	DESCRIPTION
	Peters (WA) Limited Staff Social Club, Productivity bulletin, Clover Meats newsletter, Brownes Dairy Pty Ltd Producers newsletter
	NEWSPAPER CUTTINGS
8218A/49	Date range: 1955 - 1983
8218A/50	Date range: 1952 – 1979 Relates mainly to milk. Includes correspondence between Brownes Dairy Ltd and G K Somes, Managing Director Peters Ice Cream relating to summons by the Perth City Council, 1964, and copy of Court Transcript relating to Charge No 19924/52 in the Court of Petty Sessions, Perth between Perth City Council and Brownes Limited
8218A/51	Date range: 1968 - 1972
	PACKAGING
6851A /41	n.d. Peters individual ice cream wrappers (includes wrappers and coloured photocopies of the wrappers). Filed alphabetically by ice cream name. (File 7 contains Peters wrappers which have been glued on one piece of paper and could not be filed alphabetically). 7 files
6851A /42	n.d. Mountain Cream individual ice cream wrappers (includes wrappers and coloured photocopies of the wrappers). Filed alphabetically by ice cream name
6851A /43	n.d. Brownes individual ice cream wrappers. Filed alphabetically by ice cream name
6851A /44	n.d. Pauls individual ice cream wrappers (includes wrappers and coloured photocopies of the wrappers). Filed alphabetically by ice cream name. (File 3 contains Pauls wrappers which have been glued on one piece of paper and could not be filed alphabetically). 3 files
6851A /45	n.d. Tip-Top individual ice cream wrappers. Filed alphabetically by ice cream name
6851A /46	n.d. Farmland individual ice cream wrappers (includes wrappers and coloured photocopies of the wrappers). Filed alphabetically by ice cream name
6851A /47	n.d. Various brands – individual ice cream wrappers. (Includes wrappers and coloured photocopies of the wrappers). Filed alphabetically by ice cream name. Brands include: Fujiya, Blue Bell, Walls, Waitrose, Meadow Gold, Weis, Streets, Masters, Meiji, Hobson’s
6851A /48	n.d. Two litre ice cream container labels. In alphabetical order by ice cream name
6851A/55	n.d. Four cardboard multi-packs for “Drumstick” brand sundae cones (United States of America)
6851A/56	n.d. Cardboard multi-packs for “Peters” brand ice creams. 5 items
6851A/57	n.d. Cardboard multi-packs for “Pauls” brand ice creams. 4 items
6851A/58	n.d. Cardboard multi-packs for “Big Drum” brand ice creams. 3 items, one “Big Drum” ice cream bucket, and Tip-Top “Fruju”, 1 item
6851A/59	n.d. “Peters” - various loose individual ice cream wrappers
6851A/62	n.d. “Pauls” – various loose individual ice cream wrappers
6851A/64	n.d. “Brownes” chocolate milk cartons. 2 items



Acc. No.	DESCRIPTION
6851A/65	n.d. "Peters" cheese wrappers. 4 items
6851A/66	n.d. Miscellaneous wrappers including Weis' (also a Weis' mouse pad (?), Tip-Top, and Streets
8218A/52	n.d. Cardboard pack Peters "Black Forest" ice cream gateau – collection of wall and freezer posters for Peters ice creams and ice cream cakes – set of negatives mainly of cakes
8218A/53	n.d. Samples of cardboard packs, various types, mainly for Peters and Pauls brand two-stick and one-stick ice creams (2 files)
8218A/54	n.d. Samples of cardboard packs and labels, various types, brands and ice creams including polarmatic and cones (2 files)
8218A/55	n.d. Peters Brownes Group, Balcatta Ice Cream Operations sample reference packaging for various ice creams including descriptions of product – Peters "Mighty Malt" wall and freezer poster
8218A/56	n.d. Peters Brownes Group, Balcatta Ice Cream Operations sample reference packaging for various ice creams including descriptions of product
8218A/57	1986, n.d. Various brands of ice cream. Includes sample ice cream wrappers - cardboard packs and labels - wall and freezer posters - labels sent attention Miss Arnold, Peters Ice Cream – promotional material - Streets, Pauls and other Australian company's wrappers glued on paper. Includes Who's Who in Peters, 1986 (2 files)
8218A/58	n.d. Various labels, mainly ice cream. Includes Thomas Frame & Co Pty Ltd, printing & packaging ( 2 files)
	PHOTOGRAPHS
	n.d. Peters and Brownes collection of photographs. Transferred to Pictorial collection
6851A/11	n.d. Colour photographs and scans of Peters, Pauls, Weis products. 22 items
8218A/59	Date range: c1932 - 1997 Various photographs including collection mailed to M L Brown, Peters & Brownes Group, Balcatta, 1997
8218A/60 OSM	1932 Photograph of people at a function marked Illustrations Ltd, Perth, written on verso "Maxims R R, 1932?"
8218A/61 OSM	n.d. Aerial, possibly Peters, Balcatta
	POSTERS
8218A/62 OSM	1994 Peters presents 'Animal Families' Photographic Competition in celebration of Zoo month
	PRICE LISTS
6851A /9 OSM	March 1974 Special prices list
6851A /26	Date range: 1987 - 2005 [Perth, Carnarvon, Port Hedland] - Brownes "Vendors Price List" - Peters and Brownes Group "Metropolitan Wholesale Price List" - Peters and Brownes Group "Wholesale

Acc. No.	DESCRIPTION
	Metropolitan Price List" - [Brownes] - Peters and Brownes Group "Food Service Wholesale Price List" - Peters and Brownes Group "Ice Cream Wholesale Price List" - Brownes "Dairy Wholesale Price List" - Cadbury Ice Cream "Ice Cream Wholesale Price List" - Peters Country WA - Cadbury Ice Cream - "Streets " Price Increase Effective
	PRINTING PLATE
8218A/63	n.d. "Peters Ice Cream", metal printing plate, mounted on block. "Add flavour to your fun in the sun". "Cone, Two in one, Drumstick and Choc Wedge"
	PUBLICATIONS
8218A/64	Date range: 1953 - 1967 Various publications belonging to Mae Browne of Sorrento and M D Browne of "Yargalain", Calingiri including "Developing a profitable dairy herd", "Camden Park Estate; Australia's oldest pastoral property", "Carnation Milk Farm; home of contented cows". Includes booklets from Peters WA Limited Information Department and book belonging to Peter G Booth "The jersey symbol of New Zealand dairying economy" with photograph attached of a man and a woman and a pony receiving a sash
	RECORD BOOKS
6851A /19 OSM	Date range: November 1985 - September 1989 Monthly recording of production amounts for various products
	REPORTS
8218A/65	Date range: 1977 - 1987 Various including "The basis of payment for milk', a review of Peters & Brownes, Peters three year projection, Peters items for discussion with Ango Australian Foods Ltd
8218A/66 OSM	2003 "Good fortune with Brownes in 2003"
8218A/67	Date range: 1998 - 1999 PB Foods Ltd "Grocery Trade Presenter, 1999/2000" - Brownes "Setting the scene, 1998" (2 items)
8218A/68 OSM	2003 PB Foods review
8218A/69 OSM	2001 Brownes "Moovin' on up grocery presentation, 2001"
	STOCK SALES
8218A/70	Date range: 1949 - 1968 Weekly stock, weekly sales. Includes comparison of sales 1966 - 1968
8218A/71	Date range: 1959 - 1974 Weekly analysis of stock, sales and manufacture
8218A/72	Date range: 1966 - 1974 Analysis of stock, sales and manufacturing for Arctic. Includes various loose papers
8218A/73 OSM	Date range: 1974 - 1976 Stocks and sales weekly. Includes comparison of sales 1963 to 1967 - correspondence from G C Neville, Production manager to Sealtest Foods, Denver and Beatrice Foods Co, Denver - Peters Ice Cream Party Cakes and novelties, brochure, n.d.
	SCRAP BOOKS
6851A /10 OSM	Date range: 1962 - 1970 Scrapbook containing newspaper cuttings of advertisements. Includes 2 loose cuttings and

Acc. No.	DESCRIPTION
	loose pages of the West Australian newspaper featuring advertisements for Peters' products
6851A /18 OSM	Scrapbook containing photographs of Peters Ice Cream (WA) Limited and subsidiary companies - factories, vehicles, machinery, promotions and staff. Includes 2 loose photographs
6851A /20 OSM	Scrapbook containing newspaper cuttings relating to dairy production and supply. Numerous loose and torn cuttings
8218A/74	Date range: 1921 - 1941 "Cream accounts". Newspaper cuttings – correspondence – minutes of meeting held at Depot, 1924
	SHARE REGISTERS
6851A/8 OSM	Date range: 1928 – 1934 Brownes Limited shares book. 1 page loose
	SIGNS
6851A /40	1960s "Peters Ice Cream Buckets" wooden sign. Note on back of sign states "Written by Michael Wright approx. early to mid 1960s". "1963-64" also written on the back of the sign in pen
8218A/75 OSM	1950s "Peters Ice Cream Brick", metal sign. "Take one home now!"
	SOUND RECORDINGS
6851A /13 OSM	n.d. 78 rpm record promoting "Peters Choc Mallow"
6851A /14 OSM	n.d. 33 1/3 rpm record titled "Service Spells Your Success Programme no 10". Other side titled: "Through Your Customers Eyes Programme no 9"
6851A /15 OSM	n.d. 33 1/3 rpm record titled "Glistening Profits the Ice Way Programme no 13". Other side titled "Sparkling Beauty Programme no 13"
6851A /16 OSM	n.d. 33 1/3 rpm record titled "The Ice Way to Produce Profits Programme no 11". Other side titled "There's Gold When Its Cold Programme no 12"
6851A /17 OSM	n.d. 33 1/3 rpm record titled "Times Have Changed Programme no 15 part 1". Other side titled "Times Have Changed Programme no 15 part 2"
	STICKERS
6851A/63	n.d. Peters "Drumstick" stickers (9 items)
	TRIBUTES
6851A /32	27 February 1967 Mr R I Browne. Includes newspaper cutting from the Daily News? "Dairying Pioneer Dies"

Holdings = 3.26m

**Copyright Restrictions**

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