

# *Mason* MINT

*The Monthly News-Digest of Current Candy Events*



ERNEST PRINCE, Jobber  
McKeesport, Pa.

# MASON "JOBBER OF THE MONTH"

**C**ONVENTIONS, conventions, conventions. The life of our friend, Ernest Prince of McKeesport, Pa., is just one convention after another. You know, we've been trying for many months to secure the information we're including in this issue of the "Mint," but Ernie was always too busy. Conventions, you know.

One secret, however, my friends—when he wasn't at a convention, he could be found indulging in such pastimes as nightclubbing with our pal, Ben Newman. (And see the charming photograph of our two friends on page five of this issue.)

## A Young "Horatio"

Ernest Prince has been in the candy business ever since he pulled out of Pottstown High School in Pottstown, Pa. He managed to work for a few jobbing concerns and other firms related to the candy industry, and then in 1927, at the ripe old age of 24, he formed the McKeesport Candy Co. He's been doing business at the same stand for 20 years.

And speaking of a "stand," the Prince establishment is a sizeable stand, to say the least. He owns his own building of approximately



The Prince headquarters

15,000 square feet, complete with a garage, loading platforms, warehouse and sales room. While not prepossessing in any way, that building is the base from which the McKeesport Candy Company does a gross business of approximately three million dollars a year.

The firm, located in McKeesport, Pa., in case you haven't guessed by now, does business within a radius of 35 miles. This means that the four trucks speed their deliveries to 1,000 customers in four counties! That's quite an order, but the firm builds its reputation on "service," and no customer has yet been disappointed.

Which brings to mind the story heard about Ernie Prince's establishment during the war. A customer located 55 miles away asked for two dozen one-pound chocolates "right away!" How many times have we all heard that command!

The McKeesport Candy Company was not to be stopped, however. With all trucks on the road, Mr. Prince hailed a taxi, and the candy was on its way. Result? A most satisfied customer. And we understand the cab driver got a tip, too.

It was in 1926 (we always get back to statistics sooner or later—usually later) that Ernie Prince picked a girl answering as Pearl to be his wife. Since then they have become parents of two charming children—Jerry, aged 19, and Gloria, aged 16. Jerry is in college now, while Gloria is learning her three R's in Junior High. They're a devoted family, and proud as can be of their "Old Man" (who looks anything but old).

The roster of clubs claiming Ernest Prince as a member reads like the animals at the Zoo. He's a Mason, Eagle, Elk and Moose, to say nothing of his affiliations with the candy trade associations, including the NCWA, NATD, NCA and NCSA. Those names should be familiar to all jobbers, and we imagine most of them know that Ernest Prince also serves as a driving force behind any move that will benefit jobbers and the industry. Yes, he's quite a guy.

Any fellow that looks as business-like as Ernest Prince wouldn't often be typed as a collector of antique china, but that's his hobby! Other than that—why he's okay. In fact, he's a friendly, smiling and energetic ambassador who speaks well for the Candy Industry wherever he goes.



The trucks line up at the modern addition in the rear.