

WHO'S WHO . . . among the Candy Wholesalers

Instalment Number 19

The personalities presented in "Who's Who . . . among the Candy Wholesalers are Charter Members of the new National Candy Wholesalers Association, Inc. To date, this important organization has more than 1800 members, representing all classes of the candy wholesale industry and located in every trading area throughout the nation.

"Who's Who" will serve to help NCWA members become better acquainted with one another, as well as to provide an historical record, which will prove profitable and enjoyable reading.

"Who's Who", which made its debut in the February, 1946 issue, will appear exclusively each month in *The Confectioner*.



Headquarters of

National Candy Wholesalers Association, Inc.
712 Jackson Place, Washington 6, D. C.
C. M. McMillan.....Executive Secretary



ERNEST PRINCE

TRAVELING ambassador of good will in the Pittsburgh area for the past 20 years . . . it is no wonder that the NCWA selected Ernest Prince, president of McKeesport Candy Co., McKeesport, Pa., as one of its five directors-at-large.

Born across the state from McKeesport, in Pottstown, September 20, 1903, young Ernest was educated in Pottstown schools. Later, he moved to McKeesport and established his own candy jobbing business there in September, 1927.

Since then, he has moved his business three times—each time to more spacious quarters. The last time he moved, in 1936, he acquired a fine, well-constructed building and immediately proceeded to improve it to suit his ever-expanding business. As a result, he has today a completely modern office and warehouse, containing ample storage space, two separate cool rooms for candy, and integral garages for his trucks which can be loaded and unloaded within the building. The McKeesport offices are air conditioned, and contracts have been arranged for the complete air conditioning of the warehouse, the packing and sales rooms.

In between time, Mr. Prince acquired a lovely wife and two children, a boy and a girl.

Employing ten salesmen, the McKeesport company renders delivery service in an area of 40 miles radius. Merchandise enroute to its customers is kept in good condition. Four, well-insulated trucks speed orders from warehouse to the customer. Candy and confectionery items account for half of its \$3,000,000 annual sales volume; tobacco and sundries comprise the other half. Prompt and efficient service and helping the retailer merchandise candy have been a big factor in building this fine volume. A complete candy display service for retailers has proved a profitable part of its merchandising program.

While Ernest Prince loves to travel and has a host of friends from coast to coast, it can readily be concluded that his business has been his hobby. There is no one in his area more aggressive, more highly respected

among competitors and manufacturer's representatives, alike, than Mr. Prince. He is very frank, almost to the point of bluntness at times, in his expressions of opinions and expects the same of others. It is this very frankness, together with an unbeatable optimism, no matter what the odds, that has commanded the respect of the industry and has forged him on to a great success in a comparatively short time. Yet with all of his force, courage and commanding personality, he is extremely modest when it comes to speaking of himself . . . in short, he is one Prince of a fellow. As to the future of the candy wholesaling business, Ernest Prince stated:

"I predict an excellent future for those candy jobbers willing and able to render complete service to the retailer."

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