

Former Perquimans County Youths Now Famous Candy Manufacturers in North

The story of two former Perquimans County boys who have made "good" in the candy business way up in Massachusetts was discovered during the past summer by Editor Herbert Peole of The Daily Advance, when, while spending the summer at Kitty Hawk, he developed a continual taste for Welch's Coconut bar.

One day Mr. Peole was told that James O. Welch of the James O. Welch Company, manufacturers of the bar, was a brother of the Robert Welch, who was graduated from Elizabeth City High School and later from the University of North Carolina.

Writing to Mr. Robert Welch, the editor of The Daily Advance learned that the company is indeed owned and operated by James O. and Robert Welch, sons of Mr. and Mrs. Robert H. W. Welch, whose home was about one mile from Woodville on the New Hope Road.

In a letter Mr. Welch told Mr. Peole the following interesting data concerning the firm:

"The name of our company is the James O. Welch Company. We are candy manufacturers in Cambridge, Massachusetts. The business was founded sixteen years ago by my younger brother, James O. Welch, when he was twenty-two years old.

He is both president and treasurer of the company today. Eight years ago, after a rather hectic previous career in candy manufacturing myself, I joined forces with my brother by taking over the management of the sales end of the business; and under the disguise of vice-president I still travel the country from one end to the other at too frequent intervals, trying—in these strange times—to keep sales down instead of up. Which is all I'll burden you with about myself.

"But it's a good thing you came at me instead of my brother for this data. For whereas even my best friends have never complained about inordinate modesty on my part, he's so modest all you'd ever get out of him would be the information available in a Cambridge telephone book. And while he is a director of the New England Manufacturing Confectioners' Association and also a director of the National Confectioners' Association, being a director is as far as we can get him to go in any organization, because of fear of having to make a speech.

"However—the James O. Welch Company manufactures five-cent bar candies exclusively. Our leader is Welch's Fudge, as now advertised, in small space but regularly, in the Sat-

"NORTHERN PURSUIT"



John Bishop and L. L. Ryan are shown in a scene from Warner Bros. latest "Northern Pursuit" with Helmut Dantine and John Hickey, coming to the State Theatre next Monday and Tuesday.

urday Evening Post, Life, Time, Collier's, Boston Subway, Chicago Elevated Car Cards, and other media. Our other products are Welch's Coconut, Rum Frappe, and a large caramel sucker known as Sugar Daddy. The last named item is a summer specialty, to take up the production and sales slack in the season when normal candy consumption gives way to the demand for soft drinks and ice cream cones. In peace times our largest seller is Welch's Coconut; and while we neither advertise the point nor make the claim ourselves, we have been told by importers who bring in desiccated coconut from Ceylon and the Philippines that we are the second largest users of coconut in the world. Right now it isn't coming into the country in sizeable quantity for anybody to use.

"Our only factory is in Cambridge, where we occupy about 90,000 feet of floor space in a building, which we own, containing 149,000 square feet altogether. We maintain a shipping room and office in Chicago, with necessary refrigeration to handle chocolate-coated bars there properly in all weather. We also maintain shipping points, with warehouse stocks, in Seattle, San Francisco and Los Angeles.

"We send candy to all of these places in carload lots and reship by truck and IGL freight in smaller quantities. Our business is more uniform over the country as a whole than you might expect, our distribution in the State of Washington, for illustration, being greater in proportion to the population than it is in New York City. And a little side-light which you might find interesting is that this year—since January 1—we have shipped approximately seventy-five thousand dollars' worth of our bars into Alaska.

"For our purpose we divide the country into thirty sales territories. But while we have not dropped any salesmen, despite the fact that we are overburdened with sales at present, the draft and other factors have been a-gittin' 'em 'till we have far from thirty salesmen today. We expect to replenish and increase our sales force as promptly after the war is over, of course, as we can find good men available.

"We have no facilities for direct sales to the consumer or to retail stores. Our distribution is entirely through four thousand wholesale houses, of which wholesale distributors we are glad to have 98 in the State of North Carolina, including our good friends, W. H. Weatherly and Company and Aydtlet Products Company, in Elizabeth City.

"At the present time, both because we do cover the whole country, thus serving some seven hundred Army and Navy agencies in every state and because we do make good candy, which is well advertised, we are overwhelmed by the demand for our bars. In addition to the civilian demand, we are called on for huge quantities of candy for domestic Military Post Exchanges and Ship Service Stores and for Army and Navy export through San Francisco, Seattle, Los Angeles, San Diego, Boston, New York, Norfolk and New Orleans. Despite the rationing of raw materials, our plant has been running at full capacity for a long time, because so much of our production is going into Army and Navy agencies which replace such materials for us. While, for a number of reasons, this business is not as profitable as civilian distribution, we certainly have no complaint to make, and are proud to furnish Welch's Candies to as many of our boys in uniform, all over the world, as our manufacturing facilities will possibly permit.

The labor shortage has been difficult, of course. But we have succeeded in maintaining pretty nearly our full complement of approximately two hundred employees, most of the time. And we take a lot of satisfaction in having mechanized our plant sufficiently just before the war to be turning out about twice as much candy per man today as we were only three or four years ago.

"We are looking forward anxiously to victory and the end of the war, when we can resume normal growth again. For while we make no pretense to being economists or prophets, we believe confidently that America will enjoy a long period of prosperity and of a rising standard

Hertford Friends of Naval Officer Invited To Attend Launching

The following invitation has been received in Hertford by friends of Lieutenant Paul J. Riley, U. S. N., who will be affectionately remembered as a frequent visitor in Hertford: Bethlehem-Hingham Shipyard, Inc. Hingham, Massachusetts

Cordially Invites You To Attend The Launching Of The U. S. S. Riley Wednesday, 29 December, 1943 1:30 P. M., E. W. T.

Sponsor Miss Mildred LaVerne Riley

Lieutenant Riley has been missing in action since the battle of Midway and his sister, Miss LaVerne Riley, has received the Distinguished Flying Cross, Navy Cross, and the Purple Heart which were posthumously awarded to Lieutenant Riley.

High School Resumes Basketball Practice

Basketball practice was resumed at Perquimans County High School this week, following the Christmas holidays, and Coaches Max Campbell and Howard G. Dawkins are preparing the Indians and Squaws for the remainder of the games on the schedule.

No games are set for this week, but the coaches are attempting to get a game for next Tuesday night, and the teams will also play Central of Elizabeth City on the local court on Friday night, January 14.

It is hoped that a game with the Edenton boys and girls teams can be arranged for early next week, as these games were scheduled to be played during last month, but inclement weather prevented the locals from traveling to Edenton for the game.

BETHEL NEWS

Mrs. Evie Weston and children, of Norfolk, Va., visited relatives and friends here Tuesday.

Mr. and Mrs. J. C. Miller and children; J. L. Curtis, Mrs. W. D. Curtis and Sidney Curtis, of Norfolk, Va., were week-end guests of Mr. and Mrs. W. E. Curtis.

First Lieutenant Clarence W. Phillips, of Santa Anita, Cal., is the guest of his parents, Mr. and Mrs. C. T. Phillips.

Mr. and Mrs. Glenn Hobbs and daughter, of Elizabeth City; Mr. and Mrs. O. C. Perry, Mr. and Mrs. Earl White and baby, of near Edenton; Mr. and Mrs. J. C. Miller and family, J. L. Curtis, Mrs. W. D. Curtis and Sidney Curtis, all of Norfolk, Va., and Mrs. Lessie Evans, of Great Hope, were dinner guests of Mr. and Mrs. W. E. Curtis on Sunday.

L. A. GOODWIN VICTIM OF HEART ATTACK

L. A. Goodwin died at his home in the Ballhack community on Wednesday, December 29, following a heart attack.

He was the son of the late Mr. and Mrs. Jacob Goodwin. He was a member of the Great Hope Baptist Church, and was 72 years of age at the time of his death.

Final rites were conducted at Great Hope Church by the Rev. Frank Calhoun. The choir sang "The Old Rugged Cross."

Surviving are his widow, Mrs. Fannie Goodwin, and the following children: Johnnie Goodwin, of Portlock, Va.; Jack Goodwin, of Newport News, Va.; Ernest Goodwin, of Edenton; Wallace, Sidney and Levi Goodwin, all of Perquimans County; Mrs. C. P. Skinner, of Carrollton, Va.; Mrs. Ambrose Sawyer and Mrs. T. D. Copeland, of Gregory, and Mrs. Clifford Gregory, of Elizabeth City.

of living, with only minor slumps, once peace has come. In the James O. Welch Company we are all planning to share in, and do our little part towards creating this prosperity to come."

CARD OF THANKS

We wish to express our sincere thanks to friends and neighbors for the many kind expressions of sympathy and the floral offerings during the death of our husband and father, Charlie M. Hurdle.

WIFE AND CHILDREN.

EXECUTIVE MEETING OF W. M. S. The executive committee of the Woman's Missionary Society of the Baptist Church met Thursday night, December 30th, with Mrs. J. A. Ward, Mrs. Howard Dawkins presiding the meeting with prayer. Plans for the new year were discussed by the president, Mrs. I. A. Ward, and urged that the Society stress the people's work.

Good Used Cars



Is your present car giving you satisfactory service? Driving conditions will change much during the winter months ahead... so prepare now by trading your present car for a better, later model good Used Car. We have a large stock of clean, well-cared for Used Cars which will give you perfect satisfaction. See them now!

1941 Chevrolet Town Sedan, radio and heater. In excellent condition.

1941 Plymouth Special Deluxe 4-door Sedan. A perfect Used Car.

1939 Chevrolet Master Deluxe Coupe with radio and heater. Here is a splendid buy.

1940 Pontiac Club Coupe with radio and heater in perfect condition and good tires.

1938 Ford Tudor Sedan. Has radio and heater. Looks and runs fine.

1940 Ford Business Coupe. Here is a good Used Car ready to go.

1936 Ford Coach. In good mechanical condition. Good tires.

We have some other good Used Cars. It will pay you to see them.

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You will save yourself some headaches and also help the transportation problem.

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We have a small amount of 4-8-4. There will be none of this type fertilizer made in 1944. Get your Nitrate Soda at the same time you get your fertilizer. WE HAVE IT—LET US SERVE YOU!

Our stock of merchandise is complete on any reasonable items. Call on us for your needs. You can make one stop and do all your shopping at our One Stop Shopping Center.

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DON'T MISS OUR JANUARY Clearance Sale

All Fall and Winter Ladies' Dresses
All Ladies' Winter Coats

All Children's Coats—Dress and Reversible

ON SALE AT PRICES BELOW COSTS

Ladies' and Children's Skirts especially priced during sale at \$1.98 and \$2.98

We must make room for our new Spring merchandise... and this sale begins Friday for a Clearance of all stock now in our store... come in and select new Dresses during this sale.

GOODWIN'S DRESS SHOP

HERTFORD, N. C.



HERE'S A TIP ABOUT HORSES

It will soon be time for you to "hitch" old "Dobbin" and start farming to raise Food for Freedom. Now if you will check your harness and see that it is all in fine shape it will save you a lot of time later. And remember, too, your horse will probably like it if you buy him a new piece of harness now and then.

SEE US FOR YOUR NEEDS... WE HAVE THE BEST!

PLENTY OF COLLARS AND TRACES... we can supply you with all you need.

A FEW BRIDLES AND HAMES... not as many as we would like to have, but we have some more on order and expect them soon.

SINGLE AND DOUBLE TREES... plenty of these on hand at this time.

Also Curry Combs, Brushes, Snaps, Repair Links and Hame Repairs... come in and get them now.

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