

From
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For
Switzer Licorice Co.
St. Louis, Missouri
and
Beatrice Foods Co.
Chicago, Illinois

Executives of Switzer Licorice Co., St. Louis, and Beatrice Foods Co., Chicago, announced today (Thursday, Oct. 13) the merger of their two firms during a press conference in the office of St. Louis Mayor Alfonso J. Cervantes. Mayor Cervantes, who recently gave up smoking, expressed appreciation for the licorice candy presented to him and ate several pieces during the conference. Seated at the table are, from left, William J. Powers, Philadelphia, Assistant Manager, Confectionery Division, Beatrice Foods Co.; Mayor Cervantes; John F. Hazelton, Chicago, Director of Beatrice Foods Co.; John K. Switzer and Fred M. Switzer, president and chairman of the board respectively of Switzer Licorice Co. Standing, from left, are John W. Hoermann, Chicago, general manager, Confectionery Division, Beatrice Foods Co.; Joseph F. Switzer, secretary, treasurer and sales manager, Switzer Licorice Co., and Frank X. Slack, general manager for Switzer.

