

A Business with Flavor

Amazing Machines Replace Hand Art at Candy Firm

By DON RECORD

Democrat and Chronicle
Financial Editor.

HAND-DIPPING of chocolates is becoming a lost art, but machines are taking over and doing a better job in the opinion of Ray D. Casaretti, president of the More Candy Co., 32 Mill St.

The machines are little short of amazing. The candy centers on conveyor belts pass over two "bridges" which implant chocolate on the bottoms and then the chocolate pours from above to cover the centers with just the right thickness. Women on the production line put a little filigree of chocolate on top to distinguish the kind of center of that particular item.

The More company makes 100 different kinds of candy, including 40 kinds of chocolates, as many kinds of hard candies and 18 flavors of lollipops. It has been operating for 40 years at the same site despite wars and depressions that made hard going and caused many Rochester candy manufacturers to fail.

At least five prominent names in the industry, including Rochester Candy Co., the largest, O. T. Stacy, Whittles, Rochester Marshmallow and Worthmore, went out of business during the depression.

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WHY DID MORE continue to succeed? Casaretti credits willingness to meet changing conditions, quality of products, skilled employees, both in production and selling, efficient operations and stick-to-itiveness.



GIANT LOLLYPOP—Ray Casaretti, president of More Candy Co., and Eleanor Sanger, floor lady at Mill Street factory, show off cantly face made for national show.

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and labor-saving devices wherever practicable, but he says there is no substitute for quality of the product and the skills of the company's 40 employees.

BY WORKING SMARTER

By a Wall Street Journal
Subscriber

"Don't work so hard," said my boss. "Put your feet up on your desk and think of some new ways for the company to earn money."

That was a turning point in my life. One thing I did right away was to start reading The Wall Street Journal. In the pages of The Journal I found some of the most helpful articles I ever read. I found ideas that were immediately useful to our business. I found suggestions for cutting overhead costs and increasing our sales. The Journal was helpful to me personally, too. Last year my income was increased to \$10,000.

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THE BUSINESS was founded by the late David Casaretti in 1918. He had been a candy maker for many years, most recently as superintendent

for Weaver-Costello in Pittsburgh. But he wanted a business of his own and returned to Rochester to open a retail store in North Street. There he made and sold his own candy for about five years.

Then he was able to lease the second floor at the Mill Street site to make candy in larger quantities and sell at wholesale. Soon he closed the retail outlet and devoted himself entirely to manufacturing.

His son, Ray, joined the company in 1934 after graduating from Notre Dame University in business administration, although he first thought he wanted to be an architect. He learned the candy business from the bottom and today can perform every task in the factory and also participate in selling activities.

He has introduced machines

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manager man came back with an order for 500 pounds of chocolate at 12½ cents a pound. That was just about the cost of production at depression prices for raw materials and wages. But it would help to keep the factory going, and in time sales picked up even in those tough times.

Today the company occupies four floors and basement of the building and can hardly make candy fast enough to satisfy the trade. With the start of the fall season and approach of Halloween's "tricks or treats," the factory is operating at top speed to meet demand.

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(ONE OF THE products of which Casaretti is especially proud is the company's cream and butter nut fudge in vanilla and chocolate flavors. He himself started its production back in 1941, although his father said it couldn't be done. He did spoil several batches at the start, but finally succeeded and this has become one of the company's biggest sellers.

It is packaged in one-pound and two-pound oblong aluminum pans, and sells at relatively high prices, but the quality is there, and Casaretti believes that it has a practically unlimited future. Production has been stepped up from 500 pounds a week at the start to 2,500 pounds a day.

The company regularly exhibits at the major candy shows in Philadelphia and Boston where it keeps in touch with the trade generally and prospective new customers. It recently made a 30-

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He recalls one day when he first entered the business in 1934, his father, David J. Casaretti, founder and owner of the business, told him to go to a certain store and try to sell some candy. The younger man came back with an order for 500 pounds of chocolate at 12½ cents a pound. That was just about the cost of production at depression prices for raw materials and wages. But it would help to keep the factory going, and in time sales picked up even in those tough times.

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cally pound lollypop as a feature of its exhibit at the Philadelphia show. The "handle" is really a broomstick.

For the most part, More candy is sold in New York, New Jersey, Pennsylvania, Ohio and New England, but some goes to much farther away places and the Betty More trademark is known practically countrywide. Sales have multiplied five times the 1929 volume.

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