

Vincent Leonard Price

Residence—3748 Washington Avenue, St. Louis, Mo.

Business address—711 New Bank of Commerce Building, St. Louis, Mo.

Born in Waukegan, Ill., July 30, 1871, the son of Vincent C. Price, a banker and manufacturer, and Harriet E. (White) Price. Prepared with private tutor at New Haven.

He was married on October 3, 1894, at Mineral Point, Wis., to Marguerite Cobb Willcox, daughter of Harry Cole Willcox. Two daughters and one son have been born to them:

Harriet, born August 4, 1897.

James Mortimer, born March 4, 1899.

Lauralouise, born April 5, 1904.

He left college in the fall of Junior year, and since 1902 he has been vice president and chairman of the executive committee of the National Candy Company of St. Louis. Concerning his career since leaving Sheff he writes:

“After I left college started in business as clerk for the Pan Confection Company, Chicago, Ill. In 1896 was promoted to office of secretary and treasurer. In 1902 combined my business with twenty-five other manufacturing confectioners under name National Candy Company. Was elected director, vice president and chairman of the executive committee of said company with headquarters in St. Louis, Mo., where I have resided since November, 1902. In 1906 was elected chairman of the executive committee of the National Confectioners Association of the United States, which position I still hold. Am also vice president, Clinton Sugar Refining Company, Clinton, Iowa, and vice president, Price Cereal Products Company, Chicago, Ill. Am instructor and lecturer on salesmanship in the City College of Law and Finance, St. Louis, Mo.

"Am member of the Noonday and the Racquet and Field clubs of St. Louis, Mo., and of the Chicago Athletic Association of Chicago, Ill.

"My writings have consisted of a magazine for salesmen entitled 'Tips.'"

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Price, Vincent L., Business President and Manufacturer. of 208 North Broadway, St. Louis, Mo., was born July 30, 1871, in Waukegan, Ill. He was educated at Yale University. He is president of the National Candy Company, and the Clinton Corn Syrup Refining Company of Clinton, Iowa. He is a member of the University Club, the Racquet Club, the Noonday Club, the St. Louis Club, and the Bellerive Country Club. He married Miss Marguerite C. Wilcox; and they have a family of two sons and two daughters, and reside at 6320 Forsythe Road, St. Louis, Mo. [5240]

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