

The Porticus Centre
Beatrice Technologies, Inc.
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Monday, November 9, 2015

The Porticus Centre Acquires Collection of Historical Beatrice Annual Reports

PHOENIX -- The Porticus Centre (BTITPC) has been making strides in getting the word out that we are trying to preserve as much historical documentation on the businesses that currently comprise our physical and digital archives; Beatrice Archives, Borden Archives, and Bell System (AT&T) archives. Recently, our company was able to procure a sizable collection of Beatrice annual reports from the estate of James Weiss, who was an executive at Beatrice Foods Co. Mr. Weiss had sold his confectionery business; Chesterton Candy Company (Mrs. Leland's brand) to Beatrice Foods in 1967. Mr. Weiss later on sold Monson Printing & Monroe Paper Company to Beatrice Foods, which brought him to the corporate offices in Chicago. Mr. Weiss was Executive Vice President, Chemical, Consumer Arts, Leisure Products Divisions.

Our company was contacted through our web site; www.porticus.org, and needless to say, we are very grateful to for this wonderful contribution to our organization, and will fill in some gaps in our reports that comprise the historical Beatrice Financial section of the Beatrice Archives.

"Since 1985, I have personally collected Beatrice materials, ranging from printed advertisements, recipe books, food packaging, annual reports, and I was only fifteen when that journey was started thirty years ago." DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say that, "It was not until 2003, that I thought it would be an interesting idea to start a web site that would be able to showcase much of what was collected over the years, and that is what spawned The Porticus Centre. The Porticus Centre was initially just Beatrice annual reports and select advertisements that were in my archives at the time. Then, in 2006, a most interesting correspondence came through that I would never have figured on. The personal attorney for former Beatrice Foods Co. president, Mr. William Karnes, had contacted me in regards to a large collection of photos, articles and some annual reports. Mr. Karnes was president of Beatrice for twenty-five years, and retired in 1975. Mr. Karnes passed away in 2000.

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Who would have known, that thirty years later, that a small collection that started out as a hobby, would have spawned The Porticus Centre, which would have garnered such interest and support from those that either worked for Beatrice, Borden, and of course the Bell System.”

Since The Porticus Centre became part of Beatrice Technologies in 2009, it has earned the respect of many, and all that have contributed over the years will always be remembered.

About The Porticus Centre

The Porticus Centre, a business unit of Beatrice Technologies, Inc. (www.porticus.org) is an on-line historical business archival system that enables businesses, universities, libraries, and museums, to store, retrieve, and feature, through secure or open network connections, their historical documentation.