

Local Hires Bottling Co. Sold to Burlington Firm

The Hire's Bottling company of 25 Berlin street, an outgrowth of the Misko Seal Beverage company, started by James M. Twiss of this city 29 years ago, has been sold to the Vermont Beverage company of Burlington, it was announced today. Members of the board of directors for the Burlington corporation include three Montpelier residents: James M. Twiss, Fletcher Joslin, and James C. Davis. Philip De Ronde of Barre is president of the concern, and Preston Cummings of Barre is treasurer. For the present the bottling company will continue business at the Twiss location.

Mr. Twiss has been associated with the bottling business in this city for 15 years and during that time has conducted business at the 25 Berlin street location. His first bottling plant was organized in 1915 under the name of the Misko Seal Beverage company. Three years later he sold out this business and inaugurated the Coca Cola business locally when that product was comparatively unknown. Mr. Twiss recalls that in the first year of the "coke" business he sold only 50 gallons of that product which has since leaped to national popularity.

In 1940 Mr. Twiss sold the Coca Cola business and started the Hire's Bottling company which he has since conducted.

Mr. De Ronde, president of the new concern stated this morning that the company is formulating several post-war plans of expanding the bottling business throughout Vermont.