



**NEVER
FEAR,
HARVEY'S
NEAR**

'Mr. Chips' to chippers everywhere, Harvey Noss exemplifies the spirit of the potato chip industry

□ "Harvey Noss is the Potato Chip Institute International. When you talk about one, you talk about the other."

A friend of Harvey Noss, Sr., executive vice president and secretary of PCII, is talking. Everyone nods agreement. Harvey Noss is indeed the Potato Chip Institute International. No one can deny it.

So when you trace the eventful history of PCII, you step-by-step chronicle the life of its founder, Harvey F. Noss, 73 on Sept. 27, already a legend-like figure to an industry he undoubtedly loves and to which he devotes his vitality and organizational acumen.

"Never fear, Harvey's Near," his calling card at chip industry conventions and among friends, however facetiously inspired, probably comes close to summing up the regard and affection with which individuals in the industry think of Noss.



*Noss ponders question
about PCII activities . . .*



*Pauses a moment,
then gives thoughtful reply . . .*

What kind of a man is this who inspires such affection and confidence from industry colleagues? SNACK FOOD attempted to find out and first of all, naturally, sought out the man himself. Reticent about his personal life and his personal connection with the potato chip industry, he prefers to talk about the trade association itself, its accomplishments, and good naturedness and cooperation of its members—everything except Harvey Noss.

Thus we know that Harvey Noss is, for all of his industry fame, a modest man. This was borne out in interviews and correspondence with his friends and associates. For instance, the public relations agency for PCII commented: "Mr. Noss has in the past always preferred to have personal publicity revolved around the current president of PCII rather than himself." In the next breath, the agency head calls Noss "the most outstanding executive secretary of any trade association, anywhere."

His friends are a lot less reticent than Noss. They bubble over with sincere praise for Harvey Noss the man and Harvey Noss the executive vice president and secretary of PCII. (Samples, see page 35.)

It was Harvey Noss who saw the potato chip industry through perhaps its most serious crisis.

Not many of the youngsters in the industry know of the tribulations of their industry during World War II, highwater mark for survival of potato chips during a strictly controlled wartime economy.

The potato chip industry was told, in effect, by the government: "We practically closed the automobile industry's new car sales. Why do you think your industry is so important?"

Noss persistently fought the battle to class potato chips as essential food products. "Not only did he get them classed essential," says his friend John D. Morgan, executive vice president of Dixico, "but that period (during World War II and immediately after) proved to be the real beginning of the increase in acceptance of the potato chip by the public."

Boiled down to essentials, it was a question of fats and oils being rationed during the war as a commodity in short supply. Only "necessary foods" were allowed during the nation's war effort. Potato chips were at first excluded as a "necessary food" but Noss, with the help of other chippers, spoke strongly on behalf of the Institute. They pointed out and proved—with the help of a pamphlet, "32 Reasons Why Potato Chips Are an Essential Food"—that chips were, indeed, necessary. And chippers got their ration.

It turned out to be a significant step in other ways. The rationing forced chippers to tool their production to the limits of efficiency while keeping up quality standards at the same time.

C. G. Morton, founder of Morton Foods, now a General Mills' subsidiary in Dallas, comments: "If it hadn't been for the institute with Harvey as our secretary, we couldn't have existed without some of the priorities that were necessary for us to keep operating."

Comments of praise for Noss may seem "so extravagant as to seem naive and unbelievable," says O. L. Crane of Licek Potato Chip Co., Decatur, Ill. "But as individuals," he adds, "I think that every person in the industry owes a debt to Harvey Noss that can never be repaid. It seems to me that he has served this industry as no other secretary has served any other."

The potato chip industry was first to have price regulations from the Office of Price Administration (OPA).

It was one of the first steps in recognition, now general, that potato chips were, along with cookies and crackers, staple food products.

Noss came well prepared to meet the crisis. One of the pioneers in the commercial processing of potatoes into potato chips, he was born into a family of soon-to-be chippers. Owners of Noss Pretzel and Cone Co., Cleveland, were his father and mother, Louis and Frieda Noss and other members of the Noss family including Jack Grieger, later president of Famous Foods, Detroit, now owned by Fairmont Foods.