

The Story  
of  
*Kitty Clover*



*Kitty Clover*

POTATO CHIPS

W757

**T**his booklet was given to you as you entered the portals of the largest factory of its kind in the world . . . the home of Kitty Clover Potato Chips. The story behind this ultra-modern plant, we believe, will interest you.



Kitty Clover's  
FIRST POTATO CHIP  
COOKER

We began manufacture with  
this stove and kettle  
September 6, 1932



This is the story of Kitty Clover. It is a story of a business born during the great depression and expanded to its present size within a brief twenty years.

Kitty Clover had a modest beginning in a tiny building at 16th and Cuming Streets, in Omaha, Nebraska. The kettle which you saw in our lobby was used to fry the first potato chips. It held five gallons of cooking oil. Along with the kettle was a hand operated peeler, that would peel a peck of potatoes at a time, and a little hand slicer.

On September 6, 1932, five bushels of potatoes were purchased by the Kitty Clover Potato Chip Company, peeled by hand in the little peeler, and fried in the small kettle. The chips were then put into bags, taken out in the back seat of an automobile, and sold to the grocers of this city. This was the birth of Kitty Clover.

Many years of hard work went into the success of the business as you see it today. The methods of Kitty Clover have changed through the years, always to meet the rising demand. But the policy of Kitty Clover — to make the finest product it is possible to make, and to bring it to you in its freshest, most appetizing form — will never be changed.

... Kitty Clover's first potato chip cooker and slicer, with other original equipment from the first plant.



... the lobby opens into these modern general offices.

**Y**our visit to the new home of Kitty Clover begins in our lobby and general offices. Along a large corridor you will see the offices of the President, the Executive Vice-President, Secretary-Treasurer, General Manager, Publicity Director, and the Sales Manager. At the end of the corridor is the large conference room used for board meetings and conferences.

Air-conditioning has been installed throughout the main floor. Clean, fresh air is maintained at the right temperature throughout the plant and offices. Huge ventilators completely change the air in the processing room every 12 minutes.

The tour will then take us, first, through the shipping area. Here, our trucks are loaded from a room large enough to handle 10,000 cases of Kitty Clover Potato Chips. Large van transports carry the fresh product to smaller towns and cities throughout the Midwest, and smaller service trucks deliver it daily to local retail outlets.

**P**otatoes arrive at the new plant in carloads on a track far below the plant to the west. Long conveyors move the bags up to a connecting building used solely for storage and curing of potatoes. This potato warehouse will hold sixty carloads of potatoes.

Kitty Clover selects the finest potatoes in the country. Buyers are constantly in the fields of every one of the 48 states, choosing only potatoes which will make the fine Kitty Clover Potato Chips you ultimately receive. All potatoes cannot be made into chips at the time they are received. Therefore, the storage rooms are specially built to "cure" the potatoes until they are just right — a process sometimes requiring as long as 30 days.

Bags of the nation's best potatoes move up the 60-foot conveyor to curing rooms . . .



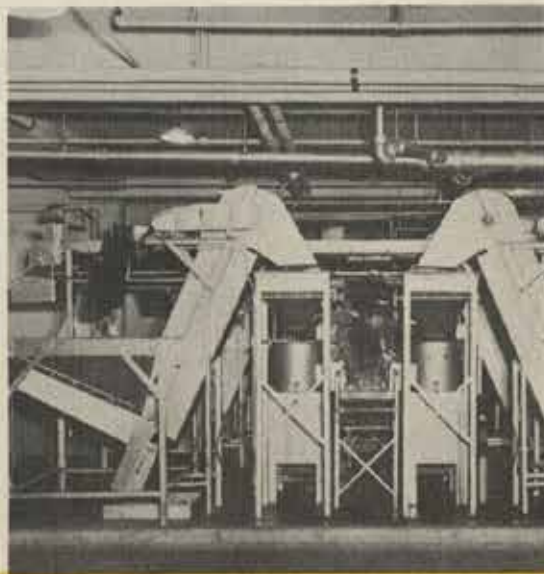
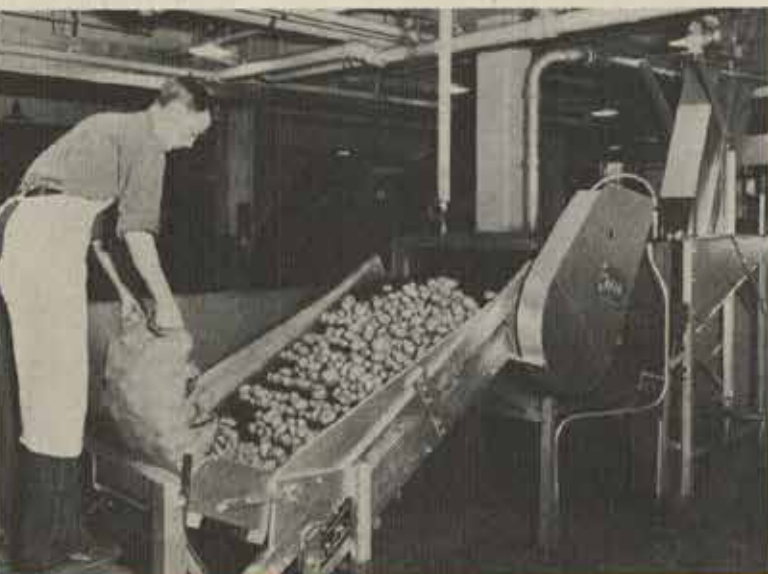
## ***Scrubbed, peeled ... and inspected!***

A potato washing and peeling department and the box-making operation also are located in this lower level area. In one corner are two huge tanks into which tank cars of vegetable oil are pumped. Each of these tanks will hold 12,000 gallons of the pure oil, which is supplied as needed to the large cookers.

Special equipment was built for washing potatoes. Every potato

that Kitty Clover uses is brushed, rubbed, scoured, and washed thoroughly before it is peeled. From the peeling machines, potatoes pass down a long conveyor belt on their way up to the main floor.

This conveyor is designed to allow trained inspectors — called "spotters" — to stand on each side of the moving stream of potatoes and carefully examine them. Eyes and pits are removed before the



Thoroughly cleaned — peeled by machines — critically inspected!

potatoes are passed for processing.

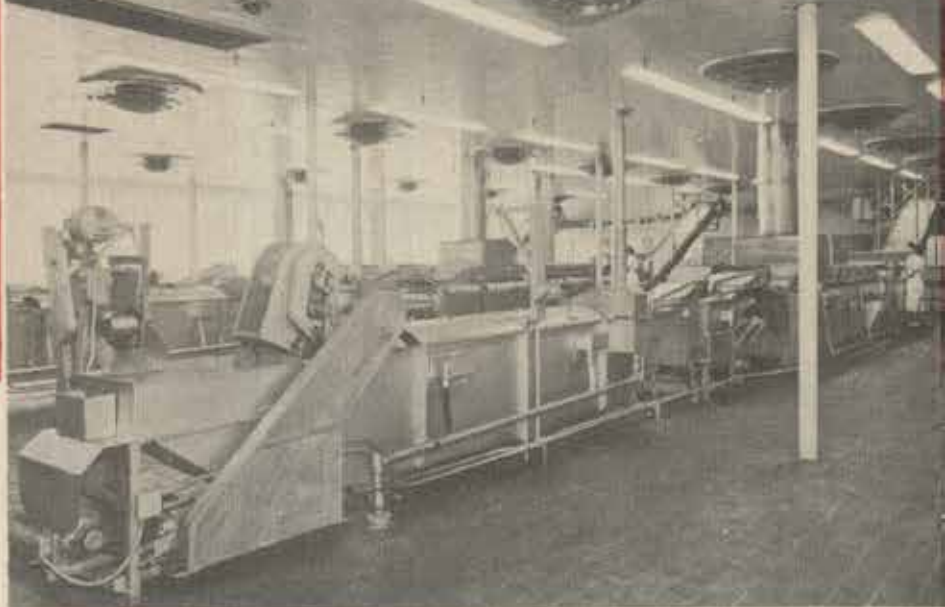
The cleaned potatoes are taken off the conveyor automatically at four points along the belt. Each of these locations is directly under one of the huge processing machines on the main floor, and a special "bucket" lift gives the potatoes an elevator ride up to the machine which actually makes those delicious Kitty Clover Potato Chips.



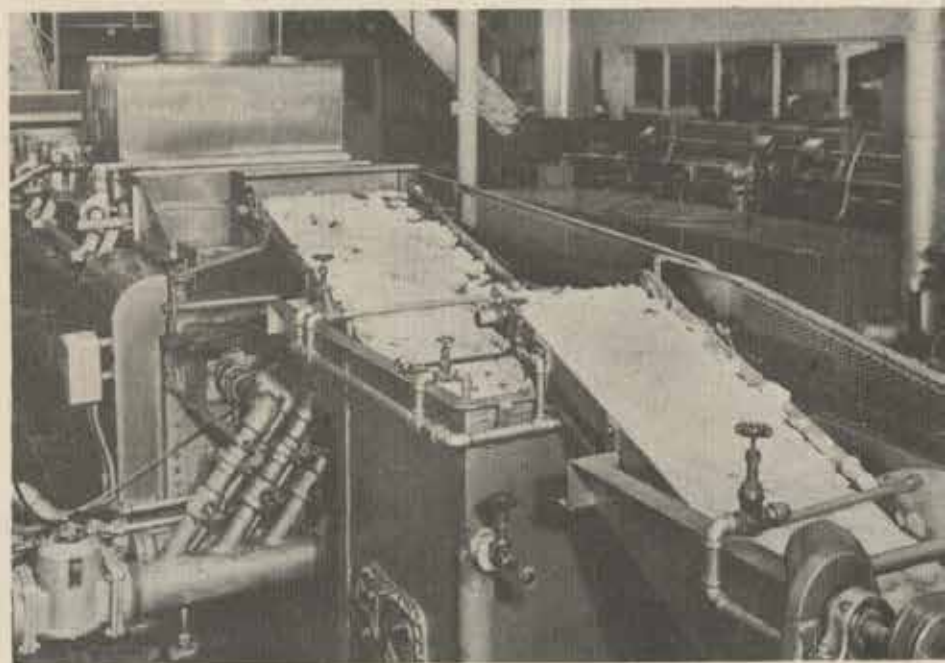
Four bucket conveyors raise the processed potatoes on their "elevator ride" to the production room floor above . . .



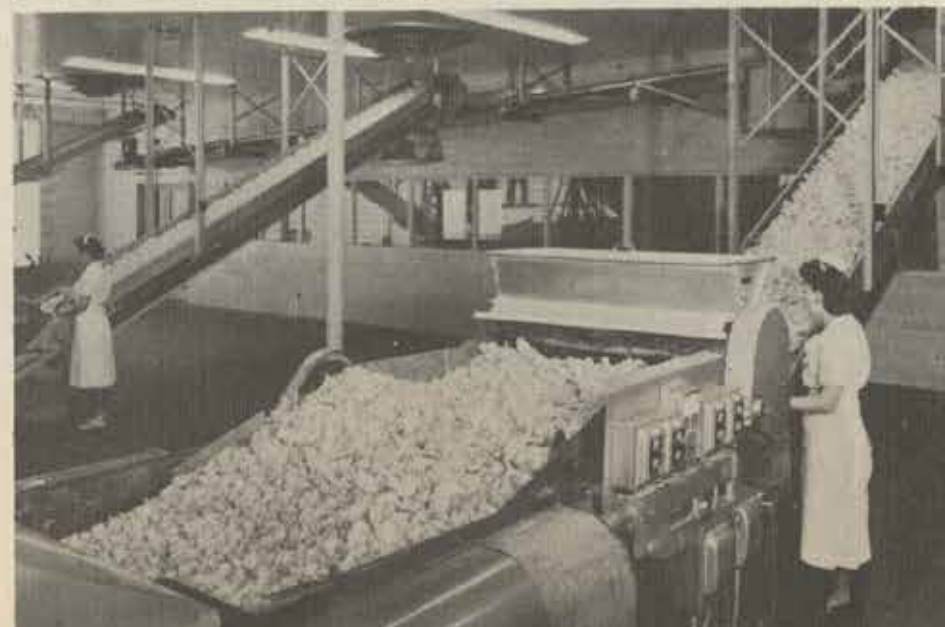
Four huge, specially  
built machines . . .



slice the potatoes,  
wash the slices, and  
remove the excess  
starch.



Fried, lightly salted,  
the golden chips are  
inspected carefully.





## *Processing the Chips . . . .*

**E**ach of the four large machines on the processing floor is actually several machines in one. Potatoes coming up the elevator from the washing and peeling department are dumped into a hopper, then elevated again into the slicers. Uniform slices — not too thick, not too thin — pass from the slicers into a long tank for another clean water bath.

After the slices are washed, they move onto two more conveyors where they receive a final bath. You can see how much importance Kitty Clover places on cleanliness and sanitation. Every means possible is used to see that you get a pure, tasty food product. It is in this final bath that excess starch is removed — a process which helps us give you that finer Kitty Clover flavor.

The next long tank contains the cooking oils, and here the chips are fried. Huge automatic rakes keep the slices turning over and over. Chips coming out of the oils are the beautiful golden-brown that Kitty Clover customers have come to know and enjoy. Automatically dried, the chips are salted delicately and move up a conveyor belt under the watchful eye of an inspector. These overhead conveyors take the chips into the packaging room.



**T**he packaging room contains the finest modern packaging equipment in the world today. The machines are all stainless steel and built with the precision used in fine watches. Chips are removed from the overhead conveyors by automatic paddles into large hoppers. Conveyed to the weighing mechanism, the chips are transferred into the bags, weighed again, folded and sealed. The packaging machines can produce 12,000 to 16,000 packages of Kitty Clover Potato Chips an hour.

Two of the efficient packaging machines fill ten cent bags at a rate of 90 to 100 bags a minute. The next three machines package twenty-five cent bags — 75 bags per minute. Two machines in the line fill 35 to 40 thirty-nine and sixty-nine cent bags per minute.



Fresh, tasty Kitty Clover Potato Chips on display at your food dealers are untouched by human hands from the time potatoes reach the production room floor until you are ready to enjoy them.

**W**e are asked often how many potatoes we run each day or how much we can produce. The plant is geared to a capacity of about 4,000 bushels of potatoes per day — about 8 carloads, or in pounds, nearly 250,000.

Cases of chips are conveyed to the loading area which you saw at the start of your tour. Kitty Clover Potato Chips are never “stored” in this room. Freshness is important and so great is the demand that Kitty Clover products pass through the room into waiting trucks on the way to retail outlets.



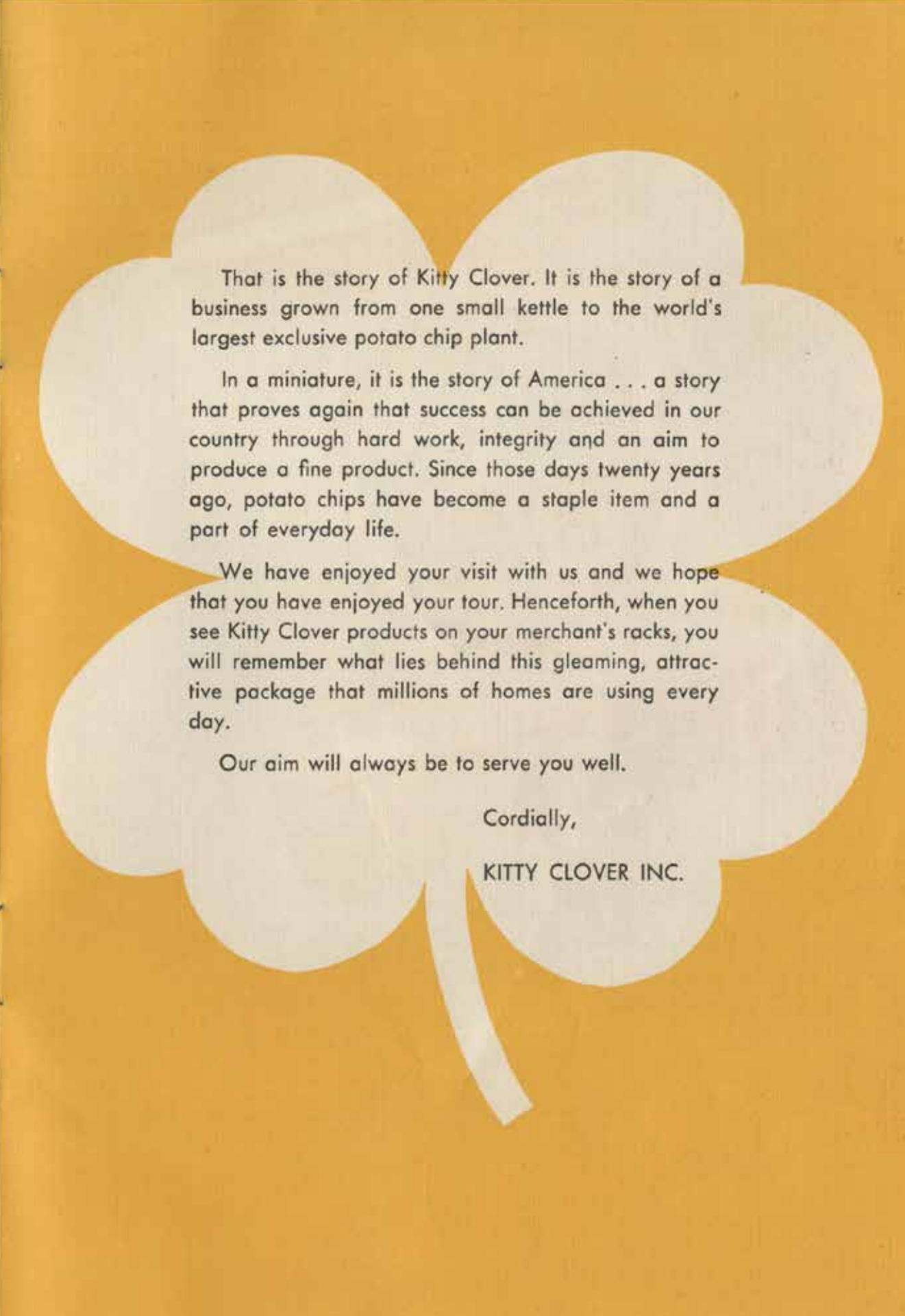




**I**n your tour is the observation corridor built especially for visitors to provide a convenient view of the processing and packaging operations. Off this corridor are offices of the men directly concerned with production and a beautiful, modern cafeteria for our employees. Complete nourishing hot lunches, sandwiches, coffee, soft drinks and ice cream are served on a non-profit basis for their convenience during lunch and rest periods.

A first-aid room has been provided for medical examinations or prompt treatment of any injuries. Rest room facilities, lounge rooms and locker rooms, from spotless tiled floors and walls to acoustical ceilings, were planned for the comfort and relaxation of our employees during their working day.

Modern design and styling is striking throughout the plant. Sanitation in preparing our product was uppermost, along with pleasant working conditions, healthful, clean surroundings for the men and women who are Kitty Clover employees.



That is the story of Kitty Clover. It is the story of a business grown from one small kettle to the world's largest exclusive potato chip plant.

In a miniature, it is the story of America . . . a story that proves again that success can be achieved in our country through hard work, integrity and an aim to produce a fine product. Since those days twenty years ago, potato chips have become a staple item and a part of everyday life.

We have enjoyed your visit with us and we hope that you have enjoyed your tour. Henceforth, when you see Kitty Clover products on your merchant's racks, you will remember what lies behind this gleaming, attractive package that millions of homes are using every day.

Our aim will always be to serve you well.

Cordially,

KITTY CLOVER INC.

