

28 Firms Joined the Potato Chip Institute 25 Years Ago

THE twenty-seven Business Members and one Associate Member of PCII whose names are listed on page 68 will be honored during the Boston Conference for their 25-year Membership in the Potato Chip Institute, International. The awards are to be presented at the Luncheon on Thursday January 26th, following Installation of Officers. It is hoped that representatives from all of these companies will be on hand to personally receive their awards and receive homage for their long years of loyalty to the Institute. Short histories of most of these companies follow.

Blackstone Potato Chip Co.

Mr. and Mrs. Kostanty Szpakowski, immigrants from Poland, founded The Blackstone Potato Chip Co., Inc., in Blackstone, Massachusetts, back in 1925.

They started in a basement building, cooking in an old fashioned frying kettle. It was strictly a family affair, with their five daughters helping out in the operation. They slowly grew to the point where they could install modern equipment and expand the facilities. They also built a new building for storage and housing of the delivery trucks.

In 1954 the business was incorporated. Their distribution covers all of Rhode Island, and parts of Massachusetts and Connecticut.

Mr. Szpakowski passed away in April of 1962. Present officers of the company are Mrs. K. Szpakowski, President and Treasurer; daughter, Mrs. Alfreda Kwiatkowski, Vice President and Secretary; and a son-in-law, Theodore Dziok, Plant Manager.

Bon Ton Foods, Inc.

Bon Ton may very well be one of the oldest potato chip companies continuously operated in this country, since it was started "around the turn of the century" by a Mr. Christ at the corner of Richland and College Avenues, in York, Pa. About the time of the First World War Mr. George Coover acquired ownership and continued to operate the business at the same location.

In 1942 W. L. Cook bought Bon Ton and, within two years, built a new plant on the same location. In 1957 the plant was moved to a new location on Zinn's Road in York, and it has twice been expanded in size since that date. Today this modern plant occupies 120,000 square feet and produces about 6000 pounds of finished potato chips an hour on a total of five production lines. The plant operates 24 hours a day, five days a week, and employs 225 persons.

W. L. Cook is now chairman of the board, and J. P. "Jack" Cook is president of the company. Other members of the Bon Ton management team are: James Witkowski, vice president; Roy E. Paules, secretary-treasurer; W. D. Myers, director and president of the company's Washington, D. C., facility; Guy Becker, plant superintendent; and Clair Cook, departmental co-ordinator.

Present distribution area extends from Buffalo and Rochester, N. Y., west through Pittsburgh and Ohio, and all along the Eastern Seaboard from New York City to Raleigh, N. C. Bon Ton products are also marketed in Puerto Rico and Bermuda.



The Crouthamel plant pictured in 1956

Crouthamel Potato Chip Company, Inc.

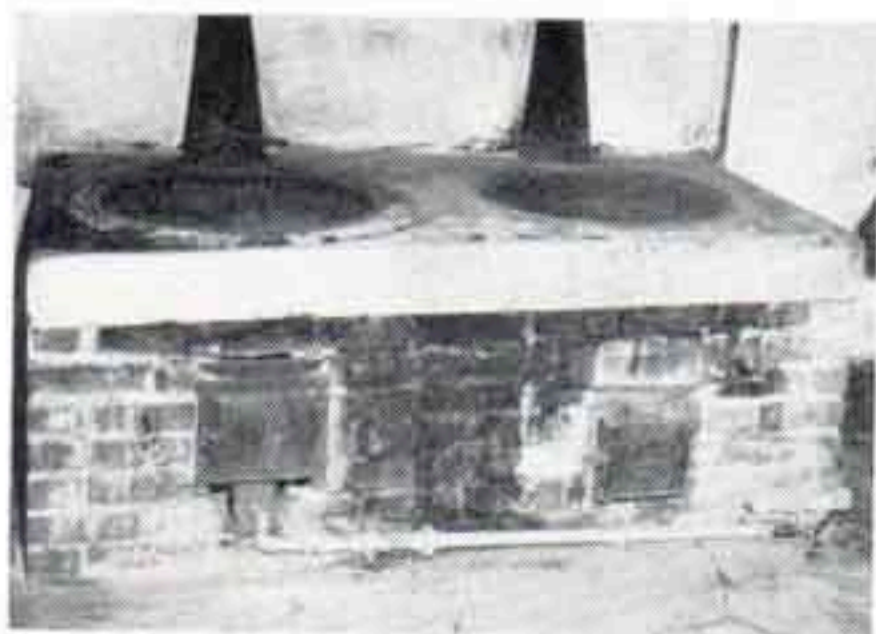
During the early 1920's Mr. and Mrs. Herbert Crouthamel were engaged in processing and distributing pork products in Quakertown, Pa. By 1925-26 lard became so plentiful that it was virtually impossible to either sell it or give it away. They decided to utilize the surplus lard by making potato chips with it.

Their first potato chips were made in 1926 by Alice Crouthamel on the family kitchen stove at the home at 633 W. Broad Street in Quakertown. Husband Herbert sold the finished chips at retail, as a spare time occupation. Soon their son, Willard, joined with them in processing and distributing the chips. As demand increased, processing had to be moved from the kitchen stove to two open kettles in the basement of their home. Vegetable oil replaced lard in the process.

By 1930 the manufacture and distribution of potato chips was the full-time occupation of the Crouthamel family. A year later a small plant was built on Station Road in Quakertown. This has grown steadily—into the present 25,000 square foot plant.

In 1960 Willard's son, John, became the third generation of the family to join in the firm's management. The present operation was completely automated in 1965 and 1966. Present *hourly* production exceeds the *annual* production of the 1926-27 era.

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Left: The Crouthamel's first cooking installation, in 1927. Above: Quarters occupied by Crouthamel from 1931 to 1944.

Dickey Foods, Division Sunshine Biscuits, Inc.

W. W. Dickey or "Bill" to his many friends in the potato chip industry founded Dickey's Potato Chips in 1933. Utilizing a small kettle, he hand-produced potato chips which he then proceeded to deliver in the rumble seat of an old roadster.

By 1945 Dickey's plant on Canal Street had become much too small to handle the volume of business then being generated, so larger facilities on Elysian Fields Ave. near the French Quarters were acquired. That facility was later expanded to its present size by the purchase of adjacent buildings and businesses.

In 1958 Dickey's became a Division of Sunshine Biscuits, Inc., and today its marketing area of Louisiana, parts of Mississippi and Alabama is served by 41 company trucks.

El-Ge Potato Chip Co., Inc.

The El-Ge Potato Chip Company began its operations as a potato chip manufacturer in July 1937. Leonard G. Gillespie was the founder and operated the business in partnership with his wife Marguerite, better known as "Rite."

The first building constructed was 8 ft. x 12 ft. in size. In 1965 a completely new plant was built with an area of 100,000 square feet.

The original hand-frying kettle had an output of 10 pounds of chips per hour. All chips were packed by hand. Today's business requires the production of three large automatic frying machines capable of producing 3750 pounds per hour. Form and fill machines are used on the packing line. Employment at El-Ge Potato Chip Company has risen from one employee to more than 150 in the past 29 years.

During the first year of operation, selling was confined to local areas. Later the Company's selling territory was expanded to include nearby cities. For quite some time one small panel truck was large enough to handle deliveries to both local and nearby territories. Today the company owns 13 large tractor trailers, and at times must rent additional road equipment, in making deliveries to authorized distributors which are located in 7 different States.

In February 1946 the Company was incorporated under the laws of the Commonwealth of Pennsylvania, with Leonard Gillespie as President, Marguerite Gillespie as Treasurer, Samuel P. Gillespie as Secretary, and Russell "Tony" Wilson as Vice President. Richard M. Pettigrew joined the company as Sales Manager on November 1, 1954, and is now Vice President-Sales. When Len passed away in 1958, Rite became President, and Robert S. Gillespie, a nephew, became a member of the firm as General Manager and Treasurer.

Last year when the new plant was officially opened, Marguerite Gillespie announced her retirement as President, being elevated to Chairman of the Board. She remained as an active member of the firm as Treasurer. Robert S. Gillespie is the new President of El-Ge Potato Chip Company, Inc., and R. W. "Tony" Wilson is now Executive Vice President. When Sam Gillespie retired at the beginning of 1966, Beatrice Runk was elected Secretary in his place.

Frito-Lay, Inc.

Frito-Lay was formed in 1961, just 29 years after the founding of its component companies, The Frito Company of Dallas and H. W. Lay & Company of Atlanta. Both companies were started in 1932 and the circumstances surrounding their beginnings are similar. In that year Elmer Doolin, a young Texan, began production of Fritos corn chips, a product which has become one of the most popular in the snack food industry.

In the same year Herman W. Lay began to build his own organization of potato chip and snack food distribution in Nashville and later in Atlanta.

H. W. Lay & Company became one of the largest snack and convenience food companies in the Southeast with its primary product Lay's potato chips.

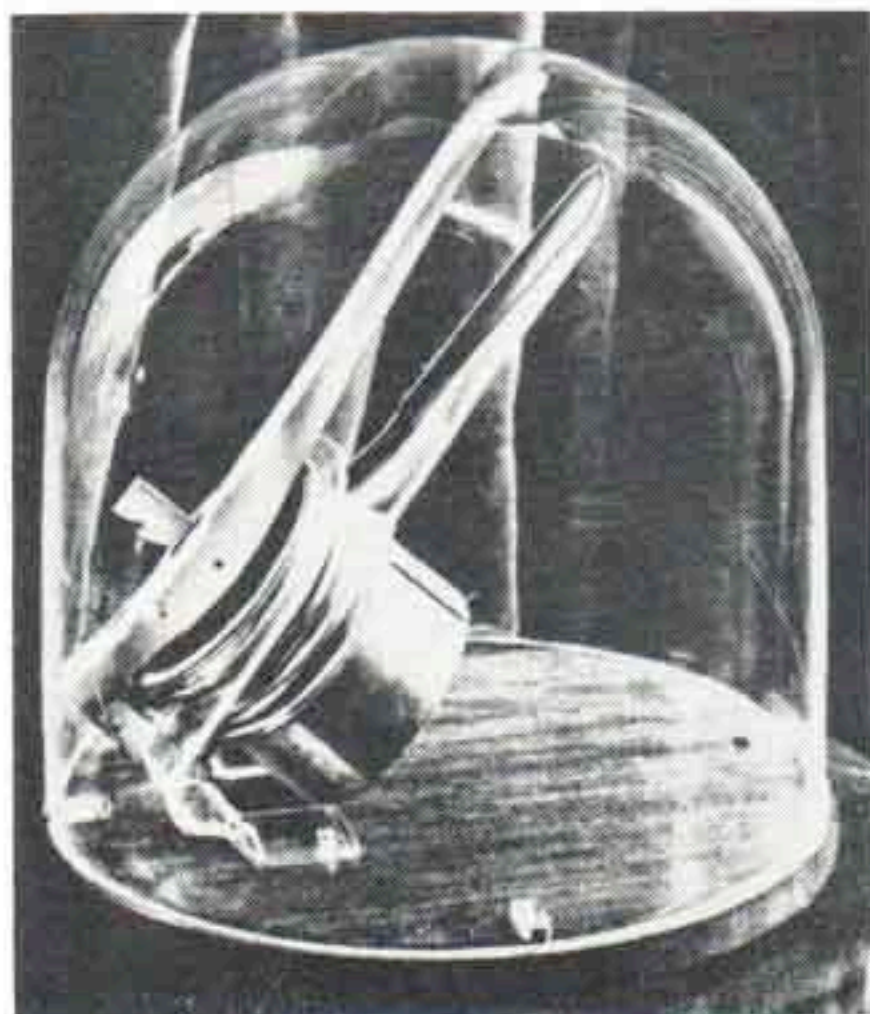
In 1945 The Frito Company granted H. W. Lay & Company an exclusive franchise to manufacture and distribute Fritos corn chips in the Southeast. Thus began a close business affiliation which eventually resulted in the merger of the two companies.

Under progressive leadership, The Frito Company grew and prospered during the 1950's. Distribution was expanded throughout most of the U. S. by the granting of licenses for the marketing of Fritos corn chips.

At the same time, H. W. Lay & Company expanded its operations outside the southeastern United States through the development of an experienced and hard-hitting organization. Early in 1961 facilities for the national distribution of pretzels were acquired.

When Frito-Lay, Inc. was formed in 1961, the newly-formed company had manufacturing plants, sales routes and thousands of employees from coast to coast. The company stock was listed on the New York Stock Exchange in 1964.

In addition to a complete line of snack and convenience foods, the company diversified into the canned meat and Mexican specialty products area, and other convenience food lines such as olives, cherries and similar products.



The first Frito corn chip press.

Golden Flake, Inc.

Golden Flake started in business in 1921, in Birmingham, Ala., and was operated as Magic City Food Products Company and Magic City Food Products Co., Inc., manufacturing and selling "Golden Flake" products. The company was purchased by the present owners from the Gregg family in 1946.

The present officers and directors of Golden Flake, Inc., are Sloan Y. Bashinsky, president and treasurer; M. Halsy Townes, executive vice president and secretary; and Frank E. Spain, general counsel. Since 1946, the company's sales have doubled every five years.

Today Golden Flake products include potato chips, peanut butter sandwiches, salted peanuts, Cracklins, popcorn, and Korn Kurls.

Gordon Foods

Gordon Foods began business March 3, 1938. The company was founded in Atlanta by a relatively small group of men, each with varied experiences in food manufacturing and merchandising. Principals were Pat F. O'Brien and E. M. Gordon, both now deceased; and Reed A. Blackwell, J. M. Caswell (retired), W. D. Gordon, Charles Rolleston, Clarence H. Calhoun, Sr., and J. T. Hammond. Joining the company shortly after its founding was J. Scott Brown.

Present officers are Reed A. Blackwell, President; W. D. Gordon, Vice President; M. H. Thomas, Vice President; F. J. Van Arnam, Vice President; H. Arnold Dixon, Vice President, and J. T. Hammond, Vice President.

Plant operations started simultaneously in Atlanta and Louisville, Kentucky.

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25-YEAR MEMBERS BEING HONORED (Continued)

The principal product was potato chips. Manufacturing methods of that time were a far cry from the streamlined automation of today. Much hard work was required as chips were cooked in open vats and spread upon tables to cool before packing. Peanut butter sandwiches, salted peanuts, and nut meats rounded out the initial line. These, too, were made and packaged by hand.

The demand for Gordon products grew. Distribution, originally confined to Georgia and Kentucky, was expanded. By 1941 a manufacturing plant had been installed in Memphis and warehouse branches in Birmingham, Nashville, and Chattanooga.

Later, manufacturing plants were established in Atlanta, Louisville, Memphis and Roanoke. Distributing branches with warehouse facilities are located in Birmingham, Nashville, Chattanooga, Norfolk, Indianapolis, and Beckley, West Virginia.

In September of 1956 Gordon Foods became a division of Sunshine Biscuits, Inc. Long-laid plans for erection of a new Atlanta plant were activated shortly thereafter. This new building was completed in 1958 and has 205,000 square feet of floor space and houses a modern food manufacturing plant and Gordon Foods' general offices. It is one of the nation's largest facilities under one roof for the manufacture of potato chips and allied food products.

In May of 1966 the assets of Sunshine Biscuits, Inc., were sold to The American Tobacco Company.

Granite State Potato Chip Company

The Granite State Potato Chip Company was established in Salem, N. H., in 1907. Shortly thereafter William Croft became a partner and then, in 1911, sole owner of the business. He was the first of three William Crofts to assume this role.

Granite State, with the familiar "Old Man of the Mountain" trade mark has been at the same spot ever since — although various expansions and a bad fire have caused numerous changes in the appearance of the building. From 1927, William J. Croft, son of the first and father of the present owner, owned and managed the business until his retirement in 1956. The third "Bill" Croft then assumed ownership.

Few potato chip firms can thus trace ownership back over a period of 59 years. And, while Granite State is not among the largest chip producers in New England, its flourishing growth over the years is testimony both to a quality product and loyal customer patronage.



The first Granite State plant

Hygrade Bakery Co. (formerly Judson Kerr, Inc.)

The company known as Judson Kerr, Inc., is the third oldest company in the potato chip business having started in 1869 in Philadelphia, Pa.

At that time the company was owned by relatives of Frank Bradley from

whom Charles Zeitz purchased the business in 1951. The plant covered about 20,000 square feet in 1951; had automatic equipment producing approximately 400 pounds of potato chips per hour, with 18 to 20 employees. Potato chips was the only product.

Mr. Charles Zeitz sold Judson Kerr, Inc. to the Food Fair Stores in 1955. However, the company retained the Judson Kerr name until 1965 when it was absorbed by the Hygrade Bakery Company, Division of Food Fair Stores, who moved the operation to Pennsville, New Jersey.

Today the potato chip operation covers approximately 65,000 square feet (part of the over-all food processing complex known as Hygrade Bakery, covering a total of 200,000 square feet in Pennsville, New Jersey), with fully automatic facilities producing about 1500 pounds of potato chips per hour. There are 35 employees in the potato chip division under Dave Makel, General Manager.

Mr. Sydney Zeitz, son of Charles Zeitz, is Director of Sales for Manufactured Products with the Food Fair Stores in Philadelphia.



Left: Cookers at the Ihrrie plant in 1925. Right: One of the first Ihrrie trucks.

W. P. Ihrrie & Sons

W. P. Ihrrie & Sons, Baltimore, Maryland, originated in 1928 with the production of potato chips in the kitchen of Mrs. W. P. Ihrrie's home. The potatoes were hand-peeled, sliced on a blade board cole slaw cutter, then cooked in a sauce pan on Mrs. Ihrrie's kitchen stove. In those days to test for correct temperature of the cooking oil, a raw potato slice was dropped into the sauce pan of oil. If it immediately came to the top of the oil, the temperature was considered ready for frying the potato chips. When the potato chips finished bubbling, they were removed from the sauce pan with a skimmer and placed on kraft paper until dry. The potato chips were then carefully put in kraft paper bags and sold.

As business progressed, a hand-operated peeler, slicer, and a gas-fired cooker vat were installed in the basement of the Ihrrie's home, and the potato chips were manufactured using the dip-basket vat method. The potato chips at this time were packed in unwaxed, glassine bags, tip-twisted for sealing.

As the years progressed, W. P. Ihrrie & Sons expanded and moved several times into larger buildings; adding the most modern and up-to-date manufacturing equipment available. Mr. W. P. Ihrrie retired in 1945 when his sons, Paul D. Ihrrie and Louis H. Ihrrie, returned from military service.

In 1957 the business was sold to Sunshine Biscuits, Inc., and now operates as a division of Sunshine Biscuits, Inc., with Paul D. Ihrrie and Louis H. Ihrrie as Co-General Managers.

Jean's Foods, Inc. (formerly Jean's Beans)

Jean's Beans was started in 1924, when Mr. and Mrs. Frank J. Childs arrived in Syracuse, N. Y., with paring knife in hand and a few recipes in their
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25-YEAR MEMBERS BEING HONORED (Continued)

pockets. The name "Jean's Beans" was chosen not only because it was euphonious and alliterative, but also because Jean Chaintreuil, a relative and fine French chef, gave them most of the recipes and formulas. Further, Jean (Eugenie, Jean, Jeannie) has been a family name for four generations now.

J. Richard Childs, present owner and a son of the founders, worked for Jean's Beans part- and full-time from childhood through 1937, when he was graduated from Syracuse University. He then worked for a steel firm, entered the Armed Services in 1941, and returned to the food firm at the end of World War II.

Jean's Beans joined the PCII while chips were still being fried "hand batch." In March, 1946, they completed installation of a Ferry Model A. In early 1953, Mr. Frank Childs suffered a stroke and was unable to work from then until his death on January 5, 1961.

"Dick" Childs worked for the family and ran Jean's Beans from 1953 to 1957. He purchased the company from the other members of the family in 1957, incorporating and changing the name to Jean's Foods, Inc., in 1960.

Kitty Clover Division of Fairmont Foods Co.

Kitty Clover had its beginning in September, 1932 with an initial investment of \$125 which paid for a potato chip cooker, a slicer and one month's rent. Sales in 1932 were \$816.00. From this beginning to the present time, the business has been owned and operated by Mr. and Mrs. Fred Lippold and their son, Harold Lippold. Growth of the business was relatively rapid in the early years of operation, necessitating a move to larger quarters in 1935 and finally to the present modern plant in February, 1952.

Kitty Clover was acquired by Fairmont Foods Co. in 1959. [Turn to page 94]



Some of Kitty Clover's original equipment



The modern Kitty Clover plant

Mrs. Klein's, Division of Sunshine Biscuits, Inc.

This company was founded in Chicago, Ill., in 1910, as the F. L. Klein Noodle Company, manufacturing noodles under the ownership of Felix and Lottie Klein. In 1923, they started manufacturing potato chips, and in later years pretzels and popcorn were added to the products manufactured and merchandised.

In 1930 a son, Bertram A. Klein, joined the firm and the company was under his ownership when it was merged with Sunshine Biscuits, Inc., in September of 1957. A long-time member of PCII, he died February 3, 1966, in Chicago.

Krunchee Potato Chip Co., Division of Sunshine Biscuits, Inc.

When Krunchee Potato Chips joined PCII, the company was located on Joy Road, under the ownership of Neal Quist. It was purchased in 1951 by Paul Zuckerman, of Velvet Peanut Butter. He continued to make potato chips at the Joy Road location, but a year later moved the chip operation to its present location at 14471 Livernois Road, Detroit, where his peanut butter plant was also located.

The next five years were a time of unusually rapid growth—from a very small local operation to one of the "big ones" in the Michigan and Northern Ohio market—under Mr. Zuckerman's leadership.

In 1957, Paul Zuckerman merged his company with Sunshine Biscuits, Inc., of New York City. He remained as president of the newly-formed Velvet Food Products, and became a vice president of Sunshine Biscuits, Inc. Vern Mason is the present general manager of Krunchee Potato Chip Co.



The Licek (then Crane) plant, trucks and personnel in 1950

Licek Potato Chip Co.

The Decatur, Illinois, potato chip firm was founded in 1928 by Mr. and Mrs. Paul Licek. The Liceks sold it to Homer Tolly in 1935, and in 1938 it was purchased by the Curtis Pretzel Co.

Ollie Crane bought it in 1942, and the potato chips are marketed under the name of Crane. Some 25 trucks distribute Crane chips in an average 100 mile radius of Decatur, including Peoria, Bloomington, Danville, Champaign-Urbana, Paris, Fairfield, Springfield and Jacksonville. [Turn to page 102]

25-YEAR MEMBERS BEING HONORED (Continued)



One of the new, modern Lichek delivery trucks, on the left, contrasted with the trucks used by the then owner, Homer Tolley, in 1935, pictured at the right.

Officers of the company are Ollie Crane, President; Louise C. Crane and Charles F. Lyon, Vice Presidents; Cathleen Crane, Secretary-Treasurer; and Ralph Wallio, Comptroller and Office Manager.

Nalley's Fine Foods

In 1918 Marcus Nalley, twenty-eight year old chef at the Bonneville Hotel in Tacoma, Washington, started making potato chips in his home kitchen. As business grew, he left his job at the hotel and set up a small factory and purchased a truck for deliveries.

In 1921 Nalley's moved to larger quarters on Sixth Avenue and Sprague Street in Tacoma, where they remained for 9 years. Then they moved to their own new 3-story plant on January 1, 1930. In the same year a plant was established at Vancouver, B.C., Canada, and Nalley's became an international operator. In 1937 a branch plant was established at Spokane, Washington, for the manufacture of potato chips.

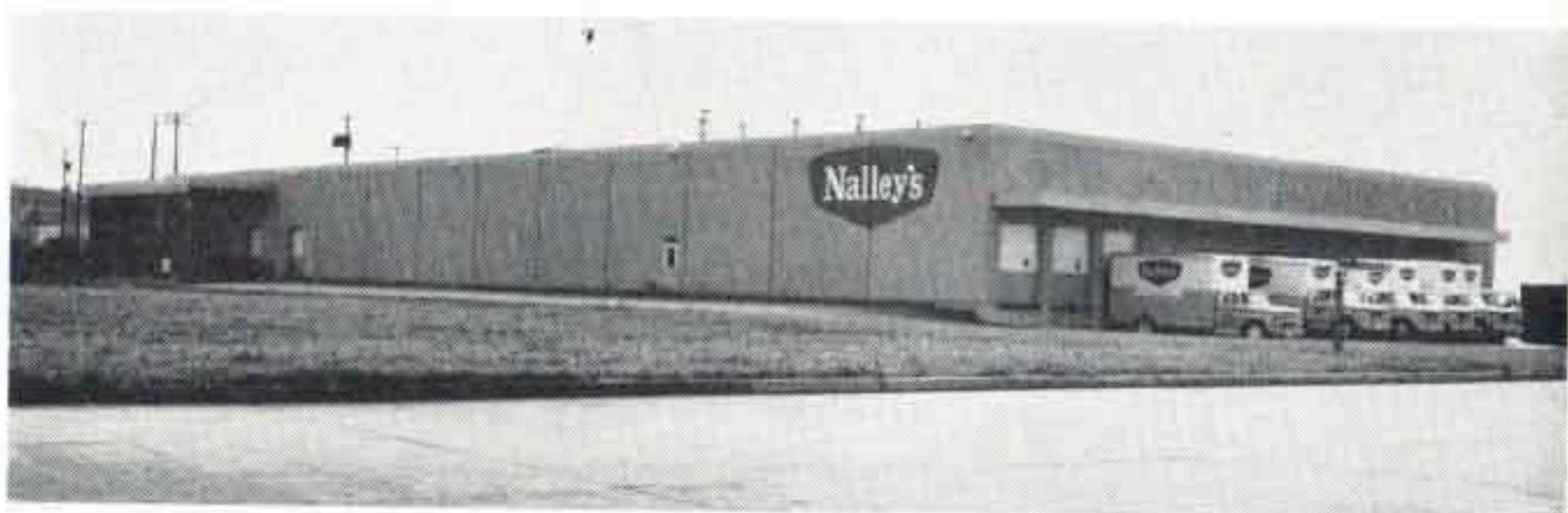
Other product lines were added—table syrup, mayonnaise and salad dressing, prepared mustard, pickles, etc. Canned convenience foods were also added, and today rank a close second to chips and snacks in the company's total volume.

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Marcus Nalley at the wheel of his first truck in 1918. (The cost of spare tires must have been prohibitive in those days.)

25-YEAR MEMBERS BEING HONORED (Continued)



One of the present-day Nalley plants

L. Evert Landon joined the company in 1924 as a part-time employee and rose to President in 1946 and Chairman of the Board in 1963.

George H. Hutchings, President, joined the company in 1964, after 18 years' experience with Frito-Lay, Inc.

Nalley's, Inc., was acquired by W. R. Grace & Co. in June 1966, and continues under the same management as Nalley's Fine Foods, Div. of W. R. Grace & Co.



Entrance to the Schuler plant in Rochester, N. Y.

Schuler's Foods

Schuler's Foods is a division of Sunshine Biscuits, Inc., with the main plant and office located in Rochester, New York.

The original company, founded in 1909, by Andrew S. Schuler, was primarily a manufacturer of pretzels. At the beginning this was a part-time venture until the opening in 1913 of a pretzel plant on Post Avenue in Rochester, New York. In 1929, with the assistance of his son, Andrew M. Schuler, he opened a potato chip plant on Water Street and this began a 38-year history of production of potato chips and allied products.

With the expansion of distribution in New York State as well as the New

England States, a new chip plant was set up in 1935 on Chester Street, the present location of the home office today. Two years later they branched out with their own farms in Cato, New York, which is in the heart of New York State's best potato growing area. These farms still produce potatoes for the Division.

The business grew so rapidly that by 1942 a large modern plant was built in the Village of Cato, New York, to service the expanding New England markets. This plant operated until 1961, when it was closed and production consolidated in a new plant built on the Chester Street property in Rochester.

This plant, with its 5,000 pounds per hour capacity, now services the 22 branch locations in the Northeast. Since becoming a division of Sunshine Biscuits, Inc., the company now markets a complete line of potato chips, potato frills, potato sticks, pretzels, corn chips, corn sticks and popcorn under the Schuler's Krun-Chee label. Plans are now in the works for a large addition to the plant which should be completed in mid 1967.



The Anaheim, California plant of Laura Scudder's

Laura Scudder's

The late Laura Scudder and her family started a small shop for the manufacture and sale of potato chips in Monterey Park, California, just over 40 years ago.

From this modest beginning evolved one of the West's largest Chippers. Laura Scudder's also produce peanut butter, corn chips, nut meats, mayonnaise and a variety of other foods.

Now a division of Pet Incorporated, the firm maintains headquarters in Anaheim, California, with plants in Tracy and Long Beach, 16 branch offices, and 42 product warehouses.

John A. Mooney is President of the Laura Scudder Division of Pet Incorporated. The firm now employs approximately 1100 persons and operates some 450 units of rolling stock.

Stauble's Potato Chips

Three brothers—Albert R., Joseph, and Edward Stauble—started the Stauble Company in Dayton, Ohio. In 1919, Al and Ed left the Dayton company to Joe, while they went to Springfield, Ohio and started a bakery. After the

bakery prospered, Al went to Hamilton, Ohio, and started Stauble's Food Products Company on South Monument Avenue, in 1924.

It was at this location they first started making potato chips. The business soon outgrew this location and was moved to a new plant on Ludlow Street. Again, production outpaced facilities and they moved to the present location, 903 Central Avenue, in 1940.

During World War II the company was forced to discontinue the bakery part of the business, due to shortage of materials. Mr. Albert R. Stauble died in 1955, and the plant has since been owned and operated by his widow and son, Albert T. The business has continued to grow, with many improvements and additions instituted over the years. It now serves Southern Ohio, Northern Kentucky, and Eastern Indiana.

Tasty Taters Company

This Findlay, Ohio, potato chip business was started in 1933 by Claud Null, in small quarters at 200½ Lima Ave. Two years later the business was purchased by Ruth Cusac, who owned and managed it until her death in January, 1966, at the age of 73. Her sister, Mabel, still remains active in the operation, and Richard D. Morger is the present manager.

Present facilities on Prospect St. were opened in 1950, and the operation remains strictly a local one, concentrated mainly in Findlay and Hancock County, Ohio. A single truck handles all deliveries. Most of the chip-making procedures are semi-automated, with package filling still done by hand. Chips are packaged in cellophane bags and large tins, of which the company has about 30,000 in circulation.

About 5,000 pounds of chips are finished weekly, requiring some 500 pounds of shortening and 10 tons of raw potatoes, purchased locally, each week. The firm employs 13 persons year-round, with extra help hired during the busy summer season.



The horse-drawn delivery wagon used by the original owner, J. P. Duchesneau in 1908. Is that one of the present owners in the front seat?

Tri-Sum Potato Chip Co.

This company had its beginnings 'way back in 1908 as the Leominster (Mass.) Potato Chip Co., started by J. P. Duchesneau. However, potato chips were not as popular in those days, equipment was crude, and delivery by horse-drawn wagons took all day for an eight-mile route. Because of these conditions, he became discouraged and discontinued the business.

In 1932, Mr. Duchesneau with the aid of his two young sons, Ernest and Everett, reopened the business under the new name of Tri-Sum Potato Chip Co. It now employs as many as 30 men and women, and the horse and buggy



The Duchesneaus graduate to a truck in 1933

has been replaced by a fleet of 15 trucks. The 8-mile delivery run has expanded into a 75-mile radius route. The cooking and packaging operations have been completely automated.

Ernest and Everett expanded in 1963 by opening a new branch in Chicopee, Mass., called the Russet Potato Chip Co. and supplying the Holyoke, Chicopee, and Springfield (Mass.) area. Product lines include: Wraves, potato stix, pop corn, cheese corn, Cheesettes, and Bar-B-Q chips.

Wonder Snack Foods

The story of this company is one of continued growth since about 1931. It was then that Billy Stewart started packing coffee in his Memphis home, making deliveries to local restaurants in a "fleet" consisting of an Austin automobile. He soon moved into a small store building and added mayonnaise products to his production and sales lines.

About 1940 Mr. Stewart entered the potato chip business with a Ferry machine that had a capacity of about 200 pounds of finished chips per hour. Soon this machine was running around the clock and by 1942 he was serving nine delivery routes. In late 1944 he purchased a coffee and spice company in Chattanooga, Tenn., and the following year a similar concern in Little Rock, Ark. The two plants now operate a total of 59 routes.

His next purchase was a bakery, which added a vanilla wafer business to his growing product line. He also installed a Model B Ferry potato chip machine at the bakery, and soon purchased a corn chip business and another for packing shelled nuts.

In 1951, all operations were centralized at Thomas and Corrine Sts. in Memphis. This plant had approximately 135,000 square feet of floor space, which housed a large MacBeth potato chip machine and a 115-foot cookie oven, along with the other operations.

Mr. Stewart died in September, 1954, and his widow, Natalie, sold the following year to Continental Baking Co. which operated Stewart's as a subsidiary with three plants, operating 150 routes in four Southern States. In 1965, this became the Wonder Snack Foods Division, which since has also acquired the Brownie Potato Chip Co. and the Acme Potato Chip Co. in Oklahoma City, and the Sally Potato Chip Co., in Columbus, Ohio.