

Did you know? By: Don Noss

Harvey Frank Noss founded the Potato Chip Institute in 1937, now known as the Snack Food Association.

He was born in Cleveland, Ohio in 1895, one of five children. Some of his many talents were:

- 1. Self educated, used Cleveland Public Library as his College of Knowledge.*
- 2. Self taught pianist - played part-time for silent movies in 1920's.*
- 3. Amateur magician - member of I.B.M. - International Brotherhood of Magicians.*
- 4. Journalist - advertising for The Cleveland Plain Dealer.*
- 5. Member of Mason Lodge - 32nd Degree.*
- 6. Pilot's license 1940 - Major in Civil Air Patrol during World War II.*
- 7. Master of words - and one line phrases - coined his special phrase - "Never Fear When Harvey Is Near."*
- 8. Excellent cook - part owner of first drive-in restaurant on Cleveland's west side. His sons worked there part-time as short-order cooks.*

In 1918 the Noss Baking and Specialty Company was started by the Noss family, later to be called the Noss Pretzel and Cone Company. When young Harvey Junior called his favorite snack num-num, the Company's name was changed to Num Num Foods, Incorporated.

Harvey Noss was General Manager from 1922 to 1936. Having a creative and inventive mind, he knew the chip industry could prosper and improve quality by pooling ideas of other chippers.

Armed only with an idea and perseverance, Harvey formed the Potato Chip Institute in 1937 in Parma Heights, Ohio. His office was in his home and consisted of an old roll top desk, used

typewriter and a telephone.

Most of the early members were from Ohio and Michigan. When more members from other states joined PCI, the name was changed to National Potato Chip Institute - NPCI. After the European trip and later around the world, the Institute became Potato Chip Institute International.

Harvey would tell his son, Don, to get ready for a few days hunting trip to Pennsylvania to find potato chip plants and in 1937 the best way to find them was to look for steaming stacks. In the late 1930's almost all of the chip plants were family owned and operated. Business was usually consummated with a handshake.

Harvey and Anna, his wife, had three sons and one daughter. Anna died in 1961 and Harvey died in 1974.

Now with the advent of computers and the Internet, the personal touch of doing business has disappeared. We ask ourselves - Who are we, Where are we, Where do we want to go. I'm sure Harvey Noss would have an answer.

Thanks to people like Jim Shufelt, and his staff and concerned members like Robbi Dietrich, Vic Sabatino, Dick King and Joe Welch, just to name a few, the snack food industry continues to grow. We have come a long way from "Never Fear When Harvey Is Near". I have to agree with my father - I never met a chipper I didn't like.

*Don Noss
Son of Mr. "Chips"
June 1998*