

Bill and Salie Utz about 50 years ago.



Daughters of the founders  
Regina Shultz



Arlene Rice



Grandsons of the founders  
Paul Troyer



Mike Rice

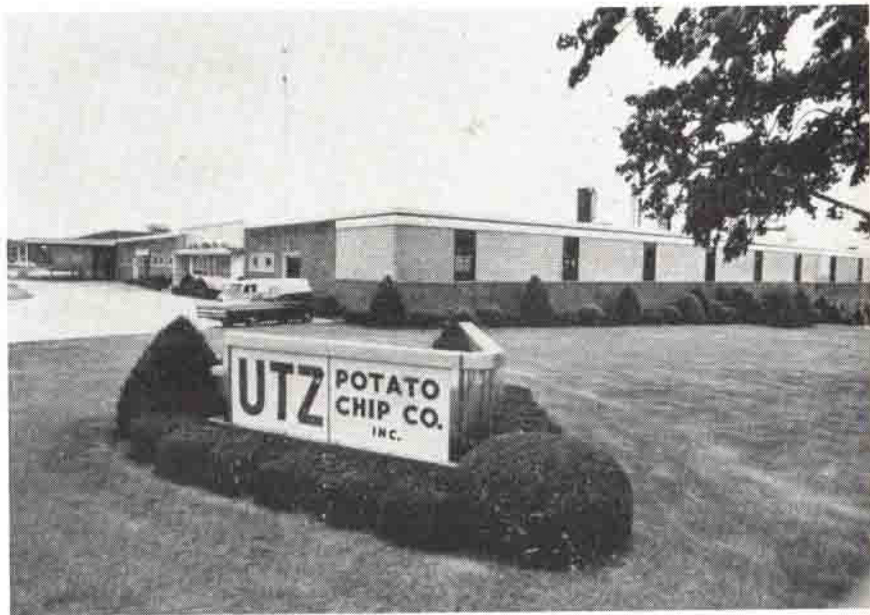
From Salie Utz's Kitchen  
To 50,000 Pounds of  
Potato Chips Each Day . . .

## Utz Potato Chip Firm Celebrates 50 Years of Doing Business by The Golden Rule

*Editor's Note:* In commemorating the 50th Anniversary of their company, Utz Potato Chip Company of Hanover, Pa. set aside the period from November 7 to 17 for their Golden Anniversary celebration. The 225 Utz employees and their families were treated to a grand party on Sunday, Nov. 1. The official cake-cutting ceremony took place at an Open House Luncheon on Wednesday, November 10 to which the press, the suppliers and friends were invited. Thousands of interested townspeople toured the plant during the open house each afternoon and evening from November 15 to 17. The following story is reprinted verbatim from the Information Kit supplied at the Open House Luncheon.

ASK any schoolchild and chances are he'll be able to recite with ease several stories from his science textbook about significant discoveries made purely by accident: penicillin, the X ray, vulcanized rubber and, more recently, Teflon, to mention just a few. But, let the lunch bell ring and thousands of youngsters in a big six-state marketing area will tear into their bags of Utz Potato Chips, never pausing to wonder how the crunchy snack originated.

Actually, potato chips, too, were invented by accident: by an Indian cook named Aunt Kate, working at a



A corner of the Utz plant in Hanover, Pa.

win regular customers is to make every effort to offer them a chip they can look for by name, knowing they'll get the same high quality every time. In short, when you're fair with people they repay you in kind. That's why we try to give our employees, their families and friends and the community the same Golden Rule treatment. And that's why, after 50 years, Utz can point with pride to the ultimate proof of any business philosophy: our success as a company."

Asked for specific examples of how Utz strives to apply the Golden Rule on a day-to-day basis, Mr. Rice cited the fact that their plants are among the most modern and sanitary in operation, with at least one full day a week devoted to cleaning every piece of production equipment.

"Each chip is the result of many carefully supervised steps," he went on. As described, the process begins with the selection of only the finest U.S. No. 1 potatoes, tested for "chipping quality," then stored in special air-conditioned cellars to preserve freshness prior to processing. Once in the processing room the potatoes are weighed, peeled, rinsed and sliced,

then carefully cleaned to reduce the natural starch content, thereby improving the color, edibility and digestibility of the finished product.

At Utz only pure vegetable oil is used for frying; according to Mr. Rice, this process, though expensive, pays off in terms of lightness and long-lasting crispness. Following cooking the chips are then salted, cooled and inspected. Automatic packaging (in sizes ranging from the 10¢ lunch bag to the Party Pak canister) prevents breakage. Finally, the product is rushed by Utz's own truck fleet to the dealers' shelves, where stocks are maintained at peak freshness, never more than several days old.

Today Utz Potato Chips are distributed throughout Maryland and the District of Columbia; in parts of Delaware, Virginia and West Virginia; and in the Pennsylvania counties of Adams, Bucks, Cumberland, Dauphin, Franklin, Fulton, Lancaster, Lebanon, Perry and York.

Over the years the potato chip line has been expanded to include Bar-B-Q and Green Onion flavored Potato Chips, as well as Potato Waffles for dips. The company also distributes a

resort on Lake Saratoga, New York. One day in 1853 she was readying some hot fat to fry doughnuts when a thin slice of potato fell into the kettle. The result was the first potato chip.

The story of how "Saratoga Chips," as they were originally called, became "Hanover Home Brand Potato Chips" (today's Utz brand) spans half a century of dedication to the manufacture of a consistently high-quality product. The culmination is this year's Utz Golden Anniversary, with the celebration now in full swing in Utz's hometown of Hanover, Pennsylvania.

Almost seventy years after Aunt Kate's discovery, another lady, Salie Utz, first brought her knowledge of good Pennsylvania Dutch cooking to the business of making potato chips. Salie and her husband Bill believed strongly enough in the marketability of a quality chip that Bill quit his regular job and, on November 15, 1921, the couple began manufacture of their own brand. From Salie Utz's summer kitchen in the small two-story frame house on McAllister Street in Hanover, the business expanded rapidly, as Utz's Hanover Home Brand Potato Chips became known for their lightness and perfect degree of golden crispness.

By 1936, when automation came to the potato chip industry, Utz was among the first users. Without affecting the product's carefully homemade quality, the company was soon able to meet rising consumer demand throughout a growing geographic market . . . at the rate of 500 pounds of chips per hour!

Four expansions and millions of chips later, Utz moved into its present main plant in 1950. Since then, additional equipment, storage and garage areas have been built, with two important events which took place earlier this anniversary year constituting the company's most impressive physical growth to date:

According to Francis X. Rice, who started with Utz in 1938 and is now president of the firm, the completion of new company facilities has made possible the freeing of old offices for conversion to plant space. An entirely new plant—representing an additional 60,000 sq. ft. of operating room—also



Francis X. Rice, Utz President

recently was finished  $\frac{1}{4}$  mile away from the main Utz facility.

This new structure brings the operation to a size of 575,000 sq. ft. But, according to Mr. Rice, even more important than these outward signs of growth is the success of the company philosophy, demonstrated in the attainment of the 50th Anniversary.

To voice this creed, the company has chosen as its celebration theme "50 Years of Living by the Golden Rule." A special anniversary seal designed to incorporate the slogan is being used on all company stationery and for promotional purposes.

Mr. Rice explains: "The Golden Rule isn't just a meaningless phrase invented for our anniversary. Since the days of Utz's founding, we have tried to make this philosophy and all its implications basic to the operation of our business. Bill Utz's primary concern—and our goal over the years—was for the wholesale goodness and consistent quality of his product.

"At Utz we believe the only way to

full range of pretzel products: Pretzel Stix, Thin Pretzels, Spinneroos and Old Fashioned Pretzels. Other snack items include Utz Corn Chips, Cheese Curls and Caramel Corn Clusters. For the convenience of customers each product is available in a variety of package sizes.

For interested groups, the Utz plant is open for tours by special arrangement.

In the first of a series of Golden Anniversary parties, Utz last Sunday hosted an open house for employees and their spouses or escorts. Highlighting today's reception for the press and chain buyers is the cutting of the 50th Anniversary cake by Mrs. Francis X. Rice and Mrs. Regina Shultz, daughters of the founders and themselves active in the business.

On Monday, Tuesday and Wednesday, November 15, 16 and 17, a third open house—this one for customers and the general public — will offer guided tours through the Utz offices and plants. Refreshments will be

served, including, of course, plenty of Utz Potato Chips, fresh off the conveyor but still manufactured with pride according to the same careful recipe first used in Salie Utz's kitchen 50 years ago.