



*One of the men responsible for the quick and easy way you get to your cigarettes or chewing gum is the Dobeckmun Company's Vice President of Engineering, Ross Betts, (facing camera). His firm's Zip-Tape, a narrow strip of laminated cellophane, is being examined here by a buyer for one of the large tobacco companies. Every day the American public uses Zip-Tape to open an estimated seventy million packs of cigarettes.*

## A "ZIP" INSTEAD OF A CRINKLE

**T**HERE'S a new sound in cellophane. The familiar old "crinkle" that usually rises from a skirmish with a stubborn jacket of cellophane is slowly but surely being replaced by a barely audible "zip". You may have heard it this morning as you unwound a thin strip of red cellophane from the top of a pack of cigarettes or chewing gum.

To you it was probably nothing more than a means of saving a small amount of time, preserving a small amount of protective wrapping and possibly averting a broken fingernail. To The Dobeckmun Company of Cleveland, Ohio, Berkeley, California, and Bennington, Vermont, its Zip-Tape is the latest chapter in a story that began when someone called for a "good five-cent cigar" and someone else began looking for a good way to wrap it.

In 1927, at the same time that moisture-proof cellophane made its debut, Thomas F. Dolan walked into a Cleveland machine shop, listening to two men explain a new invention and walked out with an empty pocket and a \$5,000 investment in a machine for making cellophane bags.

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