



*Zip-Tape and television advertise the wares of Detroit's Walter Desser (right), official of a baking company. Following the show, cookie sales*

*zoomed, an indication of Zip-Tape's impact on the public. Desser put on three shifts to meet the growing demand for Zip-Tape packaged cookies.*

With its inventors, Logan Becker and John Munson, Dolan formed the Dobeckmun Company, then interested a small cigar company in packaging its wares in moistureproof cellophane pouches. One year later practically every cigar in America wore a jacket by Dobeckmun.

Product after product joined the march into cellophane, solving a lot of packaging headaches on the way. Today, as one of the top three cellophane converters in the United States, Dobeckmun produces moisture-proof cellophane wrappings for literally everything from soup to nuts.

Shortly before the war, however, with most eligible products comfortably encased in cellophane, the people who had put them there began

tinkering with ways to get them out, without breaking a fingernail. What they found was a key that would open the door without removing the whole house—a thin strip of opening tape attached to the edge of the package. Producing the tape was another thing. The story of that is the explanation for Dobeckmun's pre-eminence in the opening-tape business.

Thick-gauge cellophane proved too weak. An opening tape that suddenly popped apart with the package half opened was clearly undesirable. Those who could still afford to be interested turned to laminating two layers of cellophane. Dobeckmun searched for a plasticizer that would impart both stability and flexibility, finally dis-