



ARKELL AND SMITHS

MANUFACTURERS
MULTI-WALL AND SPECIALTY BAGS
FLEXIBLE AND TRANSPARENT PACKAGES
HUDSON FALLS, N. Y. 12839

April 21, 1966

The Honorable Morris Cotton
Senate Office Building
Washington, D. C.

My dear Senator Cotton: Re - S. 985 "Truth in Packaging"

I see that your Committee is again discussing the above mentioned Bill. According to Tuesday's Wall Street Journal (April 19, 1966), you have omitted the section on setting regulations for package dimensions and shapes. This is most pleasing news as this particular section was the most distasteful for us and our customers in the packaging business.

There still remains in your compromised bill, as I understand it, three sections concerned with printed designation of weight and how that shall be shown on various size packages. Let me be frank about it. This is where re-tooling costs will be greatest to either ourselves or our customers. For your information, in this industry the cost of re-tooling, (this is making printing plates) per color, run anywhere from \$100 to over \$1,000. The practice varies in the industry as to who pays for these charges. Sometimes the package supplier, sometimes the package customer and sometimes the costs are shared. In any case, for most customers this will require one or more plate changes and the consequent cost will be a terrific burden. In some cases it may reflect in the cost of the product.

The need for these contemplated weight changes and the possible ban on pictures and illustrations on the package has never been conclusively demonstrated. Frankly, the wives of our employees and the women who are employed by us, more frequently ask us why don't we put more illustrations on the packages that we make. I have had the comment that these illustrations are helpful in showing them how to set a pretty table. The statement that these illustrations are deceptive has not been demonstrated by any reasonable sample of the buyers. The few examinations that have been made of the attitude of shoppers, I don't feel have been representative of the feelings of shoppers as a whole. I think they

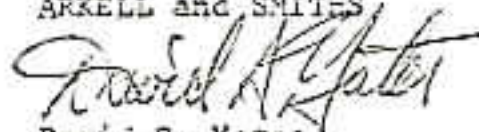
April 21, 1966

feel as we do that they are getting fresher products, cleaner products and better products than they have ever obtained before, and it would be a shame to confuse the issue by the many changes that this legislation would require.

I hope you will use your office to oppose changes in our food packaging system and to instead use the legislation which is already in our hands to properly regulate the occasional violator. We in the packaging business will share in this policing by supporting and working with the Food and Drug Administration, the Federal Trade Commission and by economic pressure on those that make our industry look bad.

Sincerely,

ARKELL and SMITES



David S. Yates
Executive Vice President

DSY:nm

cc - Senator Thruston B. Morton
Senator Hugh Scott
Senator Winston L. Prouty ✓
Senator James B. Pearson
Senator Peter H. Dominick

COPY

April 28, 1966

Mr. David S. Yates
Executive Vice President
Arnell and Smiths Manufacturers
Hudson Falls, New York 12839

Dear Mr. Yates:

Thank you for the copy of your letter
to Senator Cotton concerning S. 985.

Your comments on the bill will be
helpful as we return to Executive Sessions on
this bill tomorrow.

Sincerely yours,

Winston L. Prouty
United States Senator