

Garrett Featured in Ladies' Night Program

The North Central Section's Annual Ladies' Night was highlighted by a delightful and informative filmed critique of the nationally televised recipe service commercials of Kraft Foods.

Dorothy Garrett, manager of Consumer Refrigerated Products for Kraft Kitchens, presented a "behind the scenes" look into they why's and how's and criteria of success in food marketing. Titled "Advertising—A Consumer Message," her audiovisual narration traced the chronological development of the Kraft TV commercial from the basic idea and central theme to consumer release.

After dinner, outgoing president R.G. Krishnamurthy introduced the 1976-77 section officers and received the President's Plaque from president-elect Robert Husch. ■



Mr. and Mrs. Daniel Sullivan, Miss Dorothy Garrett (guest speaker), and June Davin



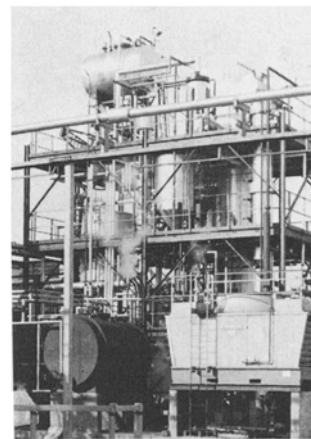
Tom Applewhite (Kraftco), Ruth Roorda, Merle Pulver (Eastman Chemical), Margot Pulver, Harriet Applewhite, and Jim Roorda (Swift & Co.)



Doloris Wiedermann, Vimala Krishnamurthy, Lars Wiedermann (Swift & Co.), and R.G. Krishnamurthy (Kraftco)

For complete FATTY AMINE Plants

designed and
built to your
requirements.



Jowett registered design.

CONSULT:

Peter Jowett & Co. Ltd. CHEMICAL ENGINEERS

Tame Street
Stalybridge,
Tameside, England SK15 1QW.
Phone 061 339 2511 Telex: 669760

*ALSO for Hydrogenation and Fatty
Acid Processing Plants.*



Diane Flider, Frank Flider (Central Soya), Winnie Wilson, and Bill Prosize (Central Soya)



Doris Holcomb, David Holcomb (Kraftco), Leo Strecker (Kraftco), and Deborah Strecker