

RALSTON PURINA COMPANY

FT. WORTH 1, TEXAS

November 24, 1947

Mr. Amon G. Carter
Fort Worth, Texas

Dear Mr. Carter:

I think you will be interested in the story about Purina "relief cereal" in the issue of Checkerlinks enclosed. I also enclose a clipping from "Farm & Home" on the same subject.

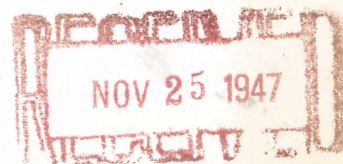
I wish I had known that you are interested in this subject. Perhaps I have missed the boat but will be glad to talk to you about it if you care to do so. You will notice that our company does the processing of the grains without charge.

Yours very truly,

R. E. Cowan

Manager
RALSTON PURINA COMPANY
Fort Worth Branch

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One Way to Help

A special "relief cereal" made of whole grain by the Ralston-Purina Co., St. Louis, Mo., has proved to be one of the best answers to the problem of getting speedy, effective aid to starving people in Europe.

This cereal is processed, packed in 100-pound waterproof bags, and turned over to the American Friends (Quaker) Service Committee without charge by the Ralston-Purina Co. You can contribute wheat, oats, or soybeans—as well as cash—and know that it will help a needy person.

If interested, write to Fred L. Weber, Ralston-Purina Co., St. Louis, Mo., for shipping instructions.

CHECKERLINKS

THE EMPLOYEE PUBLICATION OF THE RALSTON PURINA COMPANY

VOL. 2

ST. LOUIS, SEPTEMBER 12, 1947

NO. 21

"DAS BERUEHMTE PURINA"

Religious Publication Praises Relief Cereal Produced By Purina

Purina made a significant contribution to the world when she developed and manufactured Purina Relief Cereal, says Paul Bock, Staff Member of the World Council of Churches, Geneva, Switzerland, in an article which appeared in the September 2, 1947 edition of *The Messenger*, national paper of the Evangelical and Reformed Church. He says, "What Americans like to call 'breakfast food' has become the staff of life in Vienna soup kitchens."

Most Purina employees will recall that Ralston Relief Cereal was developed in the Purina Laboratories a year or so ago. It is a special blend of wheat, oats, and soya, to give the maximum nutritional value at minimum cost.

To show the impact of this Relief Cereal in Austria, we are reprinting parts of Mr. Bock's article which we think every member of our Purina family should read around his fireside.

"One of the most highly appreciated gifts of American churches to Austria has been the shipment of several carloads of Purina Cereal. In the seven Vienna soup kitchens which daily feed two thousand old people, refugees and students, the cereal has become known as *das beruehmte Purina* (the famous Purina).

"Versatile cooks prepare the cereal in a variety of different ways. During one two-hour noon period your Church World Service reporter visited several serving centers and found Purina being served in three different forms.

"At the Swiss barracks by the train depot where Swiss women serve refugees passing through, I saw *Volksdeutsche* refugees from Yugoslavia eating Purina soup before the main dish of tomatoes and potatoes . . .

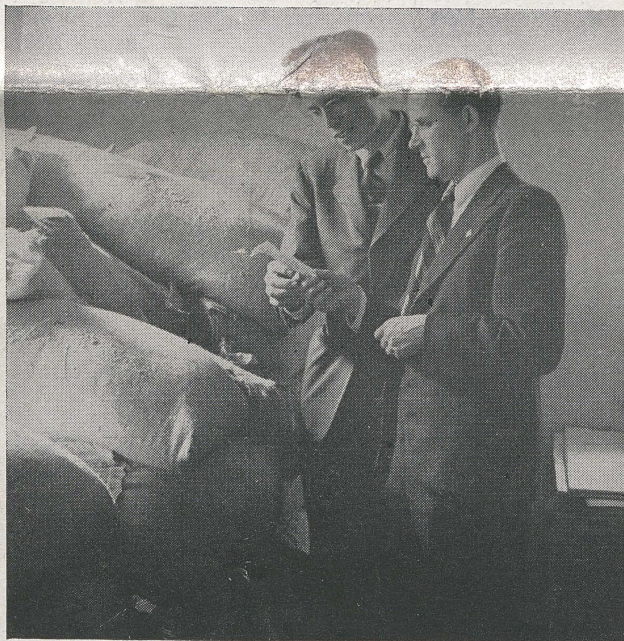
"At one of the centers for old people, Purina was being served in its regular porridge form, but they were out of milk. Often they sprinkle powdered cocoa over it for added flavor. To these centers come the poorest elderly people from the Protestant parishes in the city. Pastors are given meal cards to give to needy people. These come during the designated period . . .

"But I found most interesting of all the use made of the Purina (Relief Cereal) in the student *Mensa* which

has opened only this spring. They were serving the cereal in the form of *Laibchen* (loaves) which looked like meat loaf. Each student received a slice with a scoop of CWS green beans and waited eagerly to see if there would be anything left for 'seconds' . . . Like the students, I was amazed at what could be done with (this) wheat and soybean cereal. It tasted something like dressing to me.

" . . . Besides supplying their own feeding program, the Protestant Committee in Vienna has given ten tons of Purina to the city welfare agency for a public children's and old folks' home. To a welfare organization helping children of workers in the mines, the committee gave three tons of Purina, as well as dried vegetables and fats from CWS supplies.

"For Europeans in general, cereal is a relatively new thing, and therefore



Hans Schlager, right, a Protestant relief director in Vienna, shows Paul Bock a Purina label from St. Louis.

it seems especially significant that they have welcomed it as a basic dish for frequent serving, not for breakfast, but for the main meal of the day . . .

Difficult Times

"As I spoke with the people waiting for supplies, it took only one question, 'Wie geht's?' (how are you?) to start them off in telling the difficulties they were facing . . . With a daily theoretical ration of 1,100 to 1,500 calories, but often actually much less, the people were weak and tired. The struggle to live occupied all their available energy. But the hopelessness about the future was even worse. Evidences are that the coming winter will be the hardest yet . . .

"Pastor Georg Traar, head of the Interdenominational Relief Committee, said, 'Without these foods from church people abroad, I do not know what we would have done.'"

Three Plant Employees Take Total Of \$415 in Suggestion Awards

Fort Worth, Wichita, and Tampa Mills Figure In August Money Honors

Leading a long parade of suggestion winners for August, three employees stood out at the head of the list with

\$100, or more, awards. Running in front of the whole field with a \$165 check was John Harrison, Fort Worth. His suggestion was to build a grain door puller on the trolley over both tracks at Fort Worth.



A. W. Whidden

Next in line was A. W. Whidden, Tampa general foreman, who was awarded \$150 for a suggestion to move the unloading slat drag to the warehouse. According to the Tampa CHECKERLINKS reporter, F. J. Davis, this slat drag was moved just in time to save much hard work in lifting bags in over-100 degree weather.

K. W. Lowe, city dock man at Wichita, had an idea to enclose the dust collector, and the Suggestion Committee awarded him a \$100 check.

Besides these three top suggestions, 98 other employees also figured in the

money awards, although for lesser amounts. One hundred seventy-nine suggestions were received by the Suggestion Committee during August, paying out a grand total of \$1,028.50 in cash. The number of suggestion check awards made in August was 106, coincidentally the same number as made in July.

A. S. Hemphill, Suggestion Committee secretary, reports that so far this



K. W. Lowe (center), city dock man at Wichita, is presented his \$100 suggestion check and congratulated by C. A. Tolin (right), division production manager, and Frank Earnst (left), Wichita Suggestion Committee member.

year 2,000 suggestions had been turned in, as compared to the 1,054 ideas submitted for the entire year of 1946.

St. Louis Award Party Set For October 2

The 2nd Annual Service Award Presentation Party, separate from the Christmas Party, for the St. Louis office has been scheduled for October 2, in the Hotel Jefferson Gold Room.

Because the increasing number of awards in the St. Louis office had been taking so much of the time at the Christmas Party, it was decided last year for the first time, to have a special award presentation. The time set for the event was made to coincide with the end of the fiscal year. All St. Louis office people whose anniversaries occur before October 1, will receive their awards at this party.

The general committee consists of F. W. Huntington, Vice-President in charge of Office and Personnel, Sarah Oberst, Buying Department, in charge of hotel arrangements; Dorothy Schiek, Executive Department, menu; Welbourne Moise, director of Personnel, general office, service awards; Maydell Alexander, Personnel Department, invitations; S. M. Cole, general Cereal Credit Division manager, seating arrangements; G. M. Philpott, Vice-President in charge of Promotion, entertainment; J. E. Schopflin, Ad-Services manager, decorations.

CHAS. A. CRUMBACKER, SALESMAN, HONORED AT RETIREMENT PARTY

August 18, a banquet was given at the Emerson Hotel in Baltimore, Md., honoring C. A. Crumbacker, Central Atlantic salesman, who is scheduled to retire September 30.



C. A. Crumbacker

Mrs. Crumbacker was also a guest and was presented with an orchid corsage. The men in the division presented Mr. Crumbacker with a gold watch which bore the inscription, "You have made a fortune in friends during years of work that will last you through many years of leisure." Besides the watch he also received a casting rod, reel, tackle box, flies, a fish scale, and a tape to measure the fish. The box was completely equipped, even with one fish. The entire evening was devoted to Mr. Crumbacker's retirement, with the exception of the presentation of a few service awards.

CIRCLEVILLE HAS WIENER ROAST

The employees of the Circleville mill and office went on a wiener roast August 23, at the Gold Cliff Park.