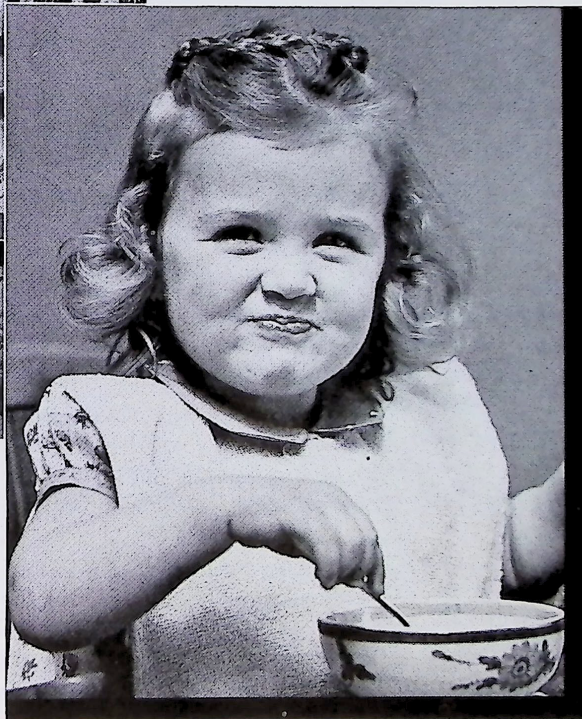


# Foods move faster from counter to table



## when MSG\* is on the label



Payoff on processed food sales comes when shoppers reach for one brand instead of another. Make sure it's yours by using Huron MSG.

**Frozen foods** — chicken pies, fish, meat, poultry, and vegetables — retain their pre-freezing flavor longer when you use Huron MSG. In many cases it also helps preserve their original color.

**Canned foods** — soups, gravies, hash, beans and others — keep their original flavor through all three cookings (yours plus the housewife's) with Huron MSG (made *only* from wheat protein).

Small fry make a big difference in selling food.

In the shoppers' home, your product has nothing more or less than its own flavor to stand or fall on. If it passes this critical taste test, it rates a permanent place on the family shopping list.

That's why so many processors "insure" taste appeal with Huron MSG — America's first MSG and still the quality standard. You can be next!

For suggestions and sample, write Huron's Technical Service Department, HURON MILLING CO., 9 Park Place, New York 7, N.Y.

\* Huron MSG, of course!

B.4.2

## *Huron* MSG

PURE MONOSODIUM GLUTAMATE 99+%

Made by the American pioneers in protein derivatives

SALES OFFICES: 161 E. Grand Avenue, Chicago 11 • 13 E. Eighth Street, Cincinnati 2 • 383 Brannan Street, San Francisco 7  
 FACTORIES: Harbor Beach, Michigan