

It Will Profit Every Business

and Professional Man, every property owner, and every investor in Salem and every farmer and land owner, within 20 miles of Salem to read every word of this announcement.

IT HAS ALWAYS BEEN THE POLICY OF THIS FIRM THAT WHEN WE HAD ANYTHING TO SAY TO COME RIGHT OUT IN THE OPEN AND SAY IT.

NOW WE HAVE SOMETHING TO SAY TO ALL THE ABOVE ENUMERATED PEOPLE.

First, we want you to know what our business is. We are a Portland concern doing a business that this State has long needed—reorganizing and rebuilding its industries along sound, business lines—success-making lines—not confined to Portland but to any part of the State where we find the need.

That is why you are reading this announcement in a Salem paper—**WE ARE RIGHT NOW BEHIND THE BIGGEST PROPOSITION SALEM HAS EVER HAD BEFORE IT—BAR NONE. DEHYDRATION—THE SALEM (KING'S) FOOD PRODUCTS COMPANY.**

We will give you concrete reasons later in this announcement why it is the biggest, but before we get to that we want you to know one more thing about our work—we are working to build up industries that are natural to the state or community in which they are located—something that manufactures our own raw materials.

People of most communities are often accused of being unaware of the big opportunities around them. That criticism is sometimes true, because people are busy with their own affairs and don't always see all the chances that present themselves until they are called to their attention.

Dehydration is an opportunity for Salem, and we are taking this means of calling it to your attention. We say with all the power in us that it is one of the biggest opportunities Salem has ever had, because it means profits, and big ones, to you all.

You are always being offered, opportunities to invest your money in some form or other and you are going to be offered an opportunity to invest a limited amount in Dehydration on a basis that will give you a good return, but your big additional profits are going to come from another source.

We will not attempt to go into all the details because your daily papers here have been aware of the situation for some time, and have endeavored to educate their readers on the subject. We are just going to show some concrete facts, and if you see the opportunity and act upon it while the chance is present the results will be assured.

A number of able business men in Oregon see the big things in Dehydration as it was developed and controlled by the Wittenberg-King and allied companies of which the Salem King's Products Company was one.

The Wittenberg-King interests were not large and strong enough to develop Dehydration to its fullest, so the business was reorganized, adding strength and capital. These men took hold of it, and after over six months thorough investigation decided enthusiastically to get in and build it up.

BUT YOU WANT TO KNOW AND WE WANT TO TELL YOU WHERE YOU COME IN

Some of you will profit two ways—some only one, but you'll all profit more if you get behind this industry as you will be asked to and should do, because the future bigness of the industry in Salem depends largely on how you get behind it—the bigger the industry can be built the bigger the profits for both the stockholders and the community at large—and that's the big reason why it is being put up and offered to you. **WE WANT TO TREBLE ITS PRESENT SIZE QUICKLY.**

HERE IS SOMETHING CONCRETE

If You Are a Merchant

What does it mean to you, Mr. Merchant, if, say, two millions of new money is poured into the laps of your customers each year that, but for this industry, would not come to Salem? Money that comes from Chicago, New York, Boston and the four corners of the country. You are a business man and don't need the point argued. You naturally get your share of the business of this community, and the more new money, the more business you do. Then what is it worth to you to have this great industry built up here in Salem—what will you do to help it?

If You Are a Professional Man

What does it mean to you Mr. Doctor, Mr. Lawyer, Mr. Dentist, to have your clients more prosperous and there numbers increased through the medium of a big cash producing industry here in Salem that not only will bring in all this new wealth but will doubtless attract other industries and thousands of other people to this section? You know without us telling you, so we ask what is it worth to you and what will YOU do to help build this industry to its very limit of bigness?

If You Are a Salem Property Owner

We hardly feel it is necessary to even ask you, Mr. Property Owner, what it means to you to have Salem the Dehydration Center of America, attracting the millions of new money and the thousands of people this industry, through its national advertising will naturally pull to Salem. You own property and you already know that new population and new money is what increases the value of your property and creates a market for it, so we will not argue the point—it is too clear for argument. But, Mr. Property Owner, are you willing to make an effort to bring about that condition when it is so clear to you? Will you back up your faith in your real estate holdings to make them worth more money?

If You Are An Investor

We know your type well, Mr. Investor, because we are dealing with you every day. We know you want, first, security and second income. This will appeal to you because it not only possesses both but it has the added attraction of being a home investment. You'll not only make good profits from your investment but you'll have the satisfaction of seeing your money at work building up your own community instead of some distant one, and will get a certain sense of pride while doing it. But, leaving out all the sentiment, it is a big investment opportunity and should pay you good returns and the only questions we can ask you is, will you invest your funds in a home industry where all the above elements enter into it? If we could talk to you personally you would be amazed at the opportunity.

IF YOU ARE A FARMER OR LAND OWNER

We could say a lot to you, Mr. Farmer, and Mr. Land Owner. You are in the same position as all the others, only more so, because you already have an investment in a business (farming) the returns from which have fluctuated a great deal in the past ten years. But this industry and others like it are going to make you. The value of your land does not depend on what you think it is worth or what it will produce, but solely on what it will produce and you can market at a profit. What you need is a profitable market, steady and sure, year in and year out, at good prices. That is what this industry will give you—it will take thousands of acres of produce—not just one thing, but

practically every thing you raise and many profitable products that you haven't yet thought of raising. It will not only raise the value of your land but will stabilize the value. We could write a volume on what it means to you, but we don't need to—you know it already. Besides that, you, too, are getting a chance to be a partner in the industry that is going to do so much for you. We wish this enterprise was big enough so that every farmer who reads this could come in with us, but it isn't. We are going to take in all we can. We want to and must work close to you, because our interests are mutual. Do you want to join us?

We have not mentioned the Salem bankers in the above because they are all thoroughly familiar with this enterprise and most of them, along with many of the leading business men, have already joined with us in this enterprise, and we recommend that you talk to them about it. They will tell you what they think.

Now, Here Is the Proposition

You might think from reading the above that we were going to ask you for a donation to this industry, which you could afford to make, but we are not. Instead we have set aside a limited amount of the stock to be distributed among you (over one-third of it is already taken by local men) for the purpose of getting as many of you personally and financially interested with us as possible, because in local members there is strength and strength is what is needed to build up this industry. **THIS IS NOT A STOCK SELLING SCHEME** and we have not got a bunch of salesmen in Salem to sell stock. Our Mr. F. N. Clark personally is at the Marion Hotel

for a limited time, assisted by Mr. Ivar Winding, for the purpose of meeting and explaining details to those who wish to avail themselves of this opportunity.

The stock is 7 per cent Preferred and participates in the profits over and above 7 per cent—that is, it gets half the profits the industry earns after 7 per cent on the capital is paid. To give you some idea of what it will earn, on a production of \$1,500,000 per annum (and we expect to make it much larger than that) the stock will earn about 21 per cent. The output is contracted for permanently.

DIRECTORS AND MANAGEMENT

The affairs of the company will be directed and managed by C. A. Park, Salem, President; E. A. Clark, President King's Food Products Company, Portland, Vice-President; I. L. Patterson, Polk County, Director; M. L. Jones, Brooks, Director; George Judd, Marion County and Portland, Director; S. L. Eddy, Vice President Ladd & Tilton Bank, Portland, Director; Cameron Squires, Director Ladd & Tilton Bank, Portland, Director, and J. H. Walker, Salem, Secretary and Plant Manager.

For further information phone or see or send coupon to F. N. Clark, Marion Hotel, Salem. You'll not obligate yourself in any way.

F. N. CLARK & CO.

305 Spalding Building

Portland, Oregon

Organization and Fiscal Managers King's Food Products Co., Salem King's Products Co., and The Dalles King's Products Company.

MR. F. N. CLARK

Marion Hotel, Salem

I am interested in knowing more about the Salem King's Products Company.

Name.....

Address.....

Phone.....