

KING'S TAKES SALEM TO THE DAILY NEWSPAPERS IN FIFTY LEADING CITIES

These Newspapers Have Two Million Circulation, There Will Be 1640 Separate Advertisements, and the Name King's and Salem Will Appear 3,280,000,000 Times During the Coming Fall and Winter

Editor Statesman: We were about to write you a letter yesterday afternoon when we discovered that our Mr. Walker was leaving for Salem immediately and we therefore sent you the article for The Statesman without any accompanying letter.

The truth of the matter is that we have been so exceedingly busy working out our fall and winter advertising campaign, that we put off until the last minute the article which you want for the Thursday edition of The Statesman.

We trust you will find time to whip this article into a little better shape. The interesting feature, we believe, of King's campaign this year to Salem folks is the fact that we are adding to our national schedule, newspapers in 50 cities.

Salemites will not have the opportunity to actually see this bunch of advertisements, and that is why we wanted to emphasize this feature of our national campaign. As a newspaper man, we are sure that you will be glad to know that we will rely more and more on the daily newspaper for getting our story over to the housewife.

The art work for this series is being completed by one of the best artists in the country, and we are sure when you see this series you will agree we have set a new high mark in food advertising.

However, here is another point that Salemites perhaps overlook. Every time that the word "King's" is printed "Salem" appears with it. This year we will use a total of 4,000,000 cartons and packing boxes, on which appear the two synonymous names, King's and Salem. Very truly yours, CARL.

Advertising manager. (Following is the article referred to above.)

"Salem is a big figure in national advertising. She is getting bigger every day. Her name and products are fast becoming household words. She is rapidly gaining power in the world's biggest markets.

"This favorable condition has to a great extent been brought about

by the national advertising conducted by her local industries.

National Advertising Defined

"When the mention is made of national advertising, many of us instinctively think only of the large magazines, forgetting the other equally important media—bill boards, street car signs, window displays, and that most intimate publication of all—the daily newspaper. All of these are working night and day for the prosperity of Salem's industries and Oregon as a whole.

"We may not have attached the importance to newspaper advertising that it deserves, hence the following figures:

"King's Food Products Company, who began an intensive newspaper campaign last year, is greatly enlarging its scope in the 1920-21 campaign.

"Space in 50 daily newspapers in such cities as Detroit, Cleveland, Toledo, Pittsburgh, St. Louis, Helena, Salt Lake City, Indianapolis, Minneapolis, St. Paul and others has been contracted for, and will be used in King's campaign which will be launched immediately upon the arrival of their products in the respective markets.

2,000,000 Circulation
"The newspapers included in the list have a total circulation of approximately 2,000,000. The advertisements will appear at frequent intervals during the campaign in various sizes, numbering 1640 all told, which means that the name of King's and Salem will appear 3,280,000,000 times.

"Selling activities of every description are constantly going on in his eastern markets, putting King's and Salem 'on the map.'

Good Campaign Last Year
Referring to the above, giving an outline of the program for the coming season, the writer would state that the King's Food Products company expended last season all the way from \$100,000 to \$250,000 in magazine advertising, covering the whole country intensively, and Canada and foreign fields incidentally.

And they specialized in their sell-

ing campaign of their dehydrated fruits and vegetables principally upon the Mississippi valley states.

The fact that their advertising campaign was more than successful; that it resulted in "putting over" their products, is well proven by the assertion that all their output was sold.

Not only this—but all their output for the coming season was ordered in advance, including the output of two factories in California working on apricots and peaches under the King's patents, and selling through this company.

The advertising for the coming season will be mainly to the housewives of the Mississippi river valley, in order to aid the dealers who have given their advance orders for the products to sell readily and turn in cash these dehydrated products.

This will further "put over" dehydrated products in that vast region, and take care of larger outputs of the factories here in future years.

The output of peaches and apricots will also increase, in order to make more complete "lines" for the salesmen dealing with the eastern jobbers.

And the extension of the great market into a wider territory intensively worked will be comparatively easy and cheap.

So the 4,000,000 cartons and packing boxes with the name of King's and Salem will grow fast to 40,000,000 and on up indefinitely.

The limit will be the ability of the company and its subsidiaries to get the fruits and vegetables grown, and to provide the capital to keep the plants and the selling facilities a few steps ahead.

Dehydration is decidedly "over". And that means King's dehydration. And it means largely Salem. For there is no other dehydration carried on commercially in an extensive manner, and the Salem district must provide in large measure the fruits and vegetables to make up the bulk of the manufactured product.

REVELATIONS OF A WIFE

The Story of a Honeymoon

A Wonderful Romance of Married Life Wonderfully Told by ADELE GARRISON.

CHAPTER 666

WHY EVEN LILLIAN FOREBORE TO QUESTION MADGE.

Our swift motor ride back to the vicinity of the Pennsylvania station in New York was an uneventful one. Not even a tire accident disturbed our progress, and when Mr. Drake signalled George to draw up at the corner I had designated I was conscious that the nervous strain of the evening's strenuous experience had been materially mitigated by the quiet drive through the balmy spring air.

If it hadn't been for the silent transfer of the important code message which Mr. Drake unfastened from his notebook and I secreted once more in the back of the trick-

wrist watch I wore there would have been no hint of anything more than an ordinary outing in our journey.

For, from the moment we left Craigie Manor, Allen Drake dropped from his shoulders as he would an encumbering cloak, all reference to—indeed, so far as I could determine, all thought of—the task he had just completed, and became once more the fascinating, debonaire man-of-the-world who had at once attracted and repelled me when I first met him.

Nothing could have been more delectable than his manner, and although I was constantly conscious of the personal note which had vaguely troubled me, yet it wasn't obtrusive enough really to annoy me.

The manner in which I left the machine, however, although I knew it was too early, was not only distasteful but humiliating.

As we neared the vicinity of the Pennsylvania station Mr. Drake tapped on the glass, and George slid back the glass and waited his instructions.

A Strange Parting.

"Stop in front of the first fruit store you see," he said, "but be careful the street light doesn't shine into the machine."

"All right, sir," and the slide was closed again.

"Be ready to get out of the car as soon as it stops," Mr. Drake directed me. "George, of course, will open the door, and you will hand him this"—he put a coin in my hand.

Then, without looking around, so into the fruit store, make some purchase of fruit, as if you were an ordinary traveler, then go directly around the corner where you saw Mrs. Underwood's man is waiting for you.

And now, good-by. I hope you won't mind my saying, you're the pluckiest piece of femininity I know. And, remember, I'm going to call on your memory when I need it. Sorry I can't get out with you."

His hand found mine, pressed it warmly in a farewell handshake—a shade too strong, my fastidious mind giving said—and then, to my surprise, leaning far back into the corner of the machine, he plucked at the side upholstery and unrolled a sort of a dark curtain-like drape in front of him.

"I couldn't help admiring the device. Unless some one took the pains to come up to the window and look directly into the machine there was no indication of there being any person in it except me. But the sheltered, conventional personality that had always been mine rebelled at this bizarre secrecy and mystery.

Lillian's Prescription.

The few minutes that elapsed between my alighting from Mr. Drake's machine and the time Lillian's trusted man set me down at her door were interminable ones to me. I had been so shaken by the night's experiences that when I found myself alone I had expected to see the man with the scented hand or the mackintosh of Grace Draper at every turn. But nothing at all happened, and when at last Lillian herself let me in and rushed me to the library, where Katherine, too, was waiting, I was able to conceal my nervousness and tell my story calmly.

Lillian's eyes gleamed as I told her of the many calculations Mr. Drake had made and of his turning the original paper back to me. I knew that she was tremendously interested, but she made no comment until I had finished.

"That paper must be of tremendous importance," she said. "Drake has it fixed in his mind, of course, and the key also and the calculations he worked out are scattered through his book in such a manner that no one but himself could make them out. They would be of no use to the other side. But suppose something should happen to Drake. Who would be able to use the knowledge?"

"He said he had made provision for that," I said hesitatingly.

Lillian shot a keen look at me, then abruptly changed the subject. I knew that she comprehended that Allen Drake had bound me to secrecy as to certain plans of his, plans in which even she had no share.

"Now, I'm going to prescribe for you," Lillian said, rising. "A soothing draught, a good, long sleep, and then tomorrow, home for a well-earned rest. You've accomplished all the things I wanted you to do, dear, and I know you sacrificed something to come in."

I kissed her gratefully. I longed to go home, although I dreaded the domestic problems confronting me there.

(To be continued)

OREGON STREAMS

Western Oregon
Santiam river: Only small fish caught.
Clear Lake: About 75 or 80 cut-throats caught during past week.
Fish lake: Dry.
Fishing season about over.
Rogue river: Trout fishing good at Alameda. Stage road via Merlin-Gillice.
Sixes river: Trout fishing good along middle fork. Motor from Myrtle Point.
Elk river: Trout fishing good at upper tributaries. Trail from Port Orford.

WASCO HAS BEST WHEAT.

THE DALLES, Or., Aug. 11.—Wasco county has the purest field of turkey red seed wheat in Oregon, according to results of a statewide wheat certification trip recently completed by Prof. G. R. Hyslop of the O. A. C. today. The wheat was raised by Albert S. Roberts at his Boyd ranch and graded 99.89 per cent pure for seed purposes. It had but one-fiftieth of one per cent impurities, a record not yet approached by any Oregon wheat inspected by Professor Hyslop this season. Turkey red wheat was the variety inspected.

AUTO DEALERS ARE AGAINST FUEL INQUIRY

Delegation Attempts to Discourage Hoff in Determination to Probe

MORE PENALTIES FEARED

State Treasurer to Digest Information Before He Makes Final Decision

A delegation of automobile dealers of Portland, headed by M. O. Wilkins, president of the Oregon Automobile Dealers' association, waited upon O. P. Hoff, state treasurer and state sealer of weights and measures, yesterday and attempted to discourage him in his determination to investigate the recent rise in the price of gasoline.

The dealers appeared to feel that an investigation would result in further penalties on gasoline consumers at the hands of the oil companies. When asked whether he would go ahead with the investigation, Mr. Hoff said last night that he would not know until he has fully digested information given him by the dealers.

Information Desired
"I am going to get all the information possible," said Mr. Hoff, "and the dealers gave me a considerable amount of it today."

Some of the dealers attending the conference, besides Mr. Wilkins, were C. L. Boss, A. N. Brown, A. B. Manley, A. S. Robinson and C. C. Fagen.

The dealers were inclined to justify the recent rise in the price of gasoline because of the cost to the companies in transporting it from mid-continent fields, held to be necessary because of the inability of California oil fields to meet the heavy demand. They appeared to

feel that the oil companies are in absolute command of the situation.

Mr. Hoff a few days ago made a public statement in which he asserted that the rise in price is a violation of the agreement made by the companies when state authorities several months ago decided to waive prosecutions under the state law requiring that gasoline sold in Oregon must test at least 56 per cent gravity. At the same time Mr. Hoff announced that he would institute an investigation to determine who is responsible for the increase in price.

The man is yet to be produced who is able to pronounce lingerie correctly at the first attempt.

Violations Charged

Mr. and Mrs. E. A. Saboda are enjoying an outing at Seaside.

Mr. and Mrs. George N. Anderson and daughter Lucille, of Seattle, who

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