

The Dehydration of Fruits and Vegetables Is the Greatest Thing in the World In the Domain of Food Conservation; Salem Is the World's Dehydration Capital

ONLY A BEGINNING MADE IN THE DEVELOPMENT OF THE DEHYDRATION INDUSTRY IN THE RICH SALEM DISTRICT

Dr. Wiley, the Great Physician and Food Authority, Endorses the Process of Dehydration and Predicts a Great Future For it—It Will Stabilize the Fruit and Gardening Industries Here, and it Solves an Economical Question of Conservation That is Bound to Render Vast Good to the Entire World.

(The above is substantially an article written six months ago for the Statesman, by Sidney B. Vincent, the well known publicity man of Portland, but not printed at that time, because it was required too late for the issue for which it was intended. However, it makes good reading now.—Ed.)

That dehydration is destined to become the most important factor in the preservation of foods for future use, is now an accepted fact among these lines. The remarkable development of the King's Food Products company under the management of Earl G. Clark is one of the commercial wonders of the Pacific northwest. Step by step the great plant in Salem has gone ahead until today it dehydrates the fruits and vegetables from the rich Willamette valley across the tables in thousands of New England homes, upon those of peoples across the waters, in Great Britain, on the European continent, and even across the Pacific in the homes of people in the Philippines, Australia, Japan and other countries.

The present development of the King's Food Products company is only the beginning. Within a few years we may look for the establishment of the company's plants at several points in the Willamette valley, but the Salem plant doubtless always will be the mother of the brood. Salem is the center of such a magnificent fruit and vegetable growing region that she seems assured of maintaining for all time her premier position in dehydration.

What does dehydration mean to the grower of the Willamette valley? Safety. An assured market, a continuance, so long as the King company controls the field, of that splendid spirit of cooperation which has characterized its dealings with the growers in the past. It means that in the lean years, in the seasons of inclement weather, when warehouses, capably heavy rains, come to damage the crops, the producer can rush his product to the dehydration plant and save a loss. For the King's Food Products company plants to erect a large capacity cold storage plant, in the condition, for future dehydration, an immense tonnage of the products of the field.

The onion growers of the Lake Labish region have reason to believe in dehydration. The unprofitable prices of the past season brought them discouragement. It was a question whether harvesting the crop would even produce a small profit. Some of the growers were caught with their crop still in the field when the unusual rains of last fall occurred. To many the crop was lost. Suddenly, as a gift from heaven, the manager of the Salem plant of the King's Food Products company determined upon an experiment. It was a success. The onions could successfully be dehydrated, and the crop was saved.

Great Spinach Discovery.

Again the science of the King's company came into play. A new product was put on the market. It fell into other scientific hands, and to behold! one day the announcement was made that spinach, Willamette valley spinach, dehydrated under the King process, grounded to a fine powder, is a new method, was the best of all foods for the baby, for the future men and women of America. Now, while California spinach growers have been plowing up hundreds upon hundreds of acres of the vegetable, because it was affected with the germ called blight and caused so many deaths that there no longer is an assured market for their crop, the King's Food Products company is taking from the farmers of the Willamette valley large quantities of spinach, to insure happily which has followed the demand for dehydrated spinach resulting from the latest scientific discovery.

A Great Bean Output.

And the bean crop! Burpee

immortalize soup and add zest to the stews. But the water content was abnormally high, and while the onions were ideal for immediate use they were destined to spoil if held long in storage. Without dehydration such a crop would have been practically valueless— with dehydration it became available as excellent food. For the entire crop passed through the process, Wiley literally brought "tears of joy" to the eyes of the winter-bound chef or housewife. And the incident itself is but typical of many such.

To Hold Is to Have.

With its constantly augmented populace to feed, America—and the world as well, must learn conservation, elimination of waste, through thrifty thought. The war era measures of conservation were a trifle different in application, but they made plain to the dehydrator that to hold is to have—and that conservation is the armed champion that routs want and shortage of supply. The modern process of dehydrating food stuffs is conservation raised to the last degree. All surplus crops, all perishable produce, are rendered available for food—not tomorrow, nor next week, for there is no need for haste, but next year or whenever the appetite impels.

Spotlessly Clean.

A trip through the Oregon dehydration plants, where luscious scarlet tomatoes, blushing fruits and a score of choice products are in seasonable transformation—is not extraordinary in respect to sanitation through heat, steam and gloom. The factories are bright and airy, snow-white of wall and table—like some vast kitchen where a regiment of cooks prepares for the festival morrow. Daily the plants are flushed and scoured and in conditions of absolute cleanliness the vegetables are washed, scraped and diced the low steam temperatures—going direct to nature for the study of devices. Nature is not only a good provider, but an excellent instructor—and so it is that dehydration always itself of the principle of the wind, and wafts over its materials a torrent of air comparable to a sale, an air at a low temperature. Once only does the air pass that way, in continuous volume, at the rate of from 25,000 to 50,000 feet a minute, for the moisture and odor-laden current is not permitted to penetrate from one product to another. It is as though the material passed on some bright day of summer were exposed to a sturdy wind from heat-laden fields.

Quite gradually the moisture leaves the material at the lure of this unvarying gas, desiring the undamaged cell structures and beautiful color and flavor, and the original condition. The absence of moisture made possible the ideal preservation of materials subjected to dehydration—the return of the moisture will complete the miracle.

Into the retained cell structures when dehydrated fruits and vegetables are soaked for use, seeps the water content of other days, restoring them to color and freshness—with the same natural odors, flavors and food product that were theirs long months before, when they left the orchard or garden. From pounds to ounces, without the sacrifice of quality or food value, is the natural achievement of the King's process—which gave rise to Dr. Wiley's prediction of its widespread adoption.

Much in Small Space.

What is the amount of moisture so deleted, to come again in the kitchen as white magic most welcome to the housewife? The ratio varies according to the product but a few instances will present the more common reductions in weight. Ten pounds of fresh apples are required to make one pound of dehydrated product; five pounds of peaches; ten pounds of cabbage; twelve pounds of carrots; fifteen pounds of spinach; nine pounds of squash; ten pounds of onions; fifteen pounds of tomatoes; six pounds of potatoes; and on and on through the long list of products treated by dehydration.

It follows that this sharp decrease in weight is attended by a marked decrease in bulk—from one-half to three-quarters of the original, and both storage and transportation are consequently facilitated. One begins to appreciate the worth of Dr. Wiley's prophecy, for the advantages of dehydration over those of other preservation methods are conclusively demonstrated. It is tremendously economical and an economic measure that cannot be set aside. It is obvious that water is not desirable for purchase in food stuffs, nor worth paying freight and storage upon when components of distant markets.

Fresh From Fields.

The King's process demands fully matured vegetables, delivered from the field within 24 hours, and sun-ripened fruit picked at perfection and hastened to the factory. This hard-and-fast dehydration policy plays an important role in the dietetic value of the products, for both chemical proof and actual practical experiment prove that properly dehydrated fruits and vegetables, coming fresh to the factory, retain their full life sustaining and anti-scorbutic properties, while there is a marked loss of these values in a withered produce, such as is often marketed and sought as fresh from the field.

To Rescue of Producer.

Dehydration comes to the rescue of the producer, as well as to the relief of the consumer, for it makes possible the disposal of crops that will not "keep," as witnessed in the Willamette valley. The onion crop of these prolific acres was large and of fine quality, possessing the requisite tang to

MARASCHINO CHERRIES WILL BE HANDLED AT THE SALEM DEHYDRATION PLANT, AND THERE WILL ALSO BE A VERY LARGE ADDITIONAL TONNAGE OF LOGANBERRIES HANDLED

The Star Fruit Products Company Is Entering the Salem Field in Cooperation With The King's Food Products Company, In Charge of the By-Products Plant of the Latter Company—Many Improvements at the Plant, Adding to the Capacity And Making for Efficiency and Economy of Operation—More Improvements in the Early Future.

The Salem plant of the King's Food Products company is being made over.

In the first place, its capacity is being increased to 100 per cent, by the addition of dehydrating space.

In the second place, the economy of fuel is being improved wonderfully, to the extent of perhaps a cent for every pound of dehydrated vegetable and fruit—and that is a big thing for the institution, when it is considered that the output runs up into the millions of pounds.

In the third place, the by-products plant is being rebuilt and added to and improved in many ways, making for much greater efficiency and capacity in putting up jams and jellies and the canning of fruits, and in the handling of cherries for the maraschino product.

In the fourth place, the new receiving warehouse on the south side of the plant, fronting on Front street, recently completed, and of very large capacity, is now in full use, and it is proving of great value, both in the matter of efficiency and economy.

There are fifth places and sixth places, and so on up to a great many, but the four will do for this time.

Plans for Great Things.

The next improvement there will be the construction of the contemplated cold storage plant, and it is expected that this will be made in time for the 1922 crop year. All the improvements that have been made lately, and that are being made now are arranged with this idea in view. The plans just where it is to be, and how it is all ready. The managers know it is to be constructed, and what changes and improvements will be necessary in order to accommodate it, and to fit into the scheme of things for efficiency and economy.

Then the plans call for the addition of buildings and equipment that will give four times the present capacity to the plant. The boiler capacity and other things that are being made now are arranged with this idea in view. The plans just where it is to be, and how it is all ready. The managers know it is to be constructed, and what changes and improvements will be necessary in order to accommodate it, and to fit into the scheme of things for efficiency and economy.

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GETS HONORARY DEGREE.



Colonel Michael Friedsam who was one of eight distinguished officers, including Secretary of War Weeks, given honorary degrees by the N. Y. University.

New Sales Company is Organized in Portland

Articles of incorporation were filed yesterday by the Sun Dawn Sales company of Portland, capital at \$10,000. The incorporators are James B. Dawson, Coe A. McKenna and John J. Beckman.

Other articles were filed as follows:

Paramount Woodware Manufacturing company, Portland; incorporators, J. E. Lester, C. H. Griffithmacher, R. R. Coester; capitalization, \$50,000.

First National Bank building corporation, Toledo; incorporators, Guy Roberts, Peter Frederick, A. T. Peterson and others; capitalization \$8000.

Riverside Community, Albany; incorporators, William Caldwell, Dent Stewart, Alchie J. Bryant, Myrtle Muller, George Atkinson; trust; property valuation, \$350.

Resolutions of dissolution were filed by the Boston Owens company of Portland.

10,000 TONS OF OREGON GROWN FRUITS AND VEGETABLES ARE TO BE DEHYDRATED

This Will Be Nearly Twice the Output of These Plants Of Last Year, and is Only a Fair Start—Preparing To Vastly Extend the Markets for the Product.

With its vastly increased manufacturing facilities, and its greatly augmented capital, the King's Food Products company this year will handle almost twice the volume of "green" Oregon-grown fruits and vegetables that it has in any previous year.

President Clark stated in an interview with a representative of The Statesman that his company this year would put up at least 10,000 tons of fruits and vegetables through the company's patented process of dehydration. The increase in volume is due to the very favorable reception which the company's dehydrated products meet in all parts of the country, and abroad.

The development of markets for the company's output has been one of the great problems which has had the attention of President Clark, who has for his organization and ability to perform a sales system has resulted in making the King's Food Products company the largest producer of dehydrated foods in the United States.

Today King's dehydrated fruits and vegetables are sold in almost every state in the union, and in a number of foreign countries. President Clark is ambitious to have "King's" dehydrated products in every civilized country in the world, and has already developed markets in Canada, Japan, China, Formosa and several of the South American countries.

Development of markets in the United States will be one of the principal subjects for discussion at a convention of the salesmen of the King's Food Products company which is to be held in Minneapolis June 27 to 29, when salesmen and jobbers from all parts of the country will meet.

Masons Grand Lodge is In Session in Portland

PORTLAND, Ore., June 15.—With between 300 and 400 delegates present the grand lodge of Masons of Oregon opened its 71st convention here today. Every one of the grand officers was in attendance, one of the most prominent among them being Rev. R. N. Bell, grand chaplain, and for many years an outstanding character in Masonic activities in the west.

Addresses by Grand Master W. J. Kerr and Grand Orator P. R. Kelly and reports of various committees occupied the forenoon. Later the delegates left for Forest Grove to visit the new Masonic and Eastern Star home building there.

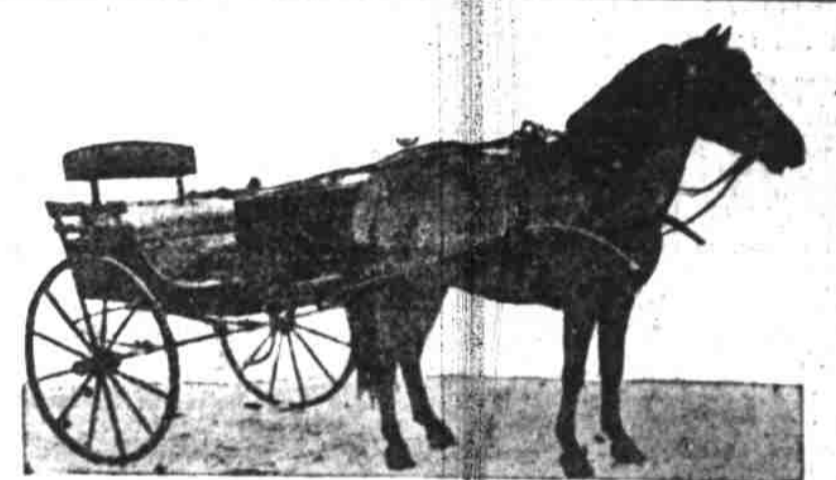
AN ADVERTISEMENT HELPED

Mrs. Lucille Mackey, 18 Buena Vista St., Washington, Pa., writes: "Last winter my 3-year-old girl caught a bad cold which left her with a dry cough. It bothered her most at night and she would cough until she vomited. I think she must have had whooping cough. I saw an advertisement for Foley's Honey and Tar. I tried it and bought two bottles and her cough left her before she finished the second bottle. She had gotten awfully thin, but now she is as fat as ever." Sold everywhere.—Adv.

Jones—'Ow is your 'ealth to-day? Mr. 'Arriison?

Harrison—My name is not 'Arriison?'

Jones—Well, if a haitch, a hay, two bars, a hi, a hoo, a ho and a hen don't spell 'Arriison, then what does it spell?—Country Gentleman.



SENSATIONAL PONY CONTEST ANNOUNCEMENT

Triple Vote Schedule
June 13th to June 18th (inclusive)
The Triple Vote Offer

In order to assist every Candidate in making a good finish in the Pony Contest we will give three times the regular schedule votes on subscriptions secured from Monday, June 13th to and including Saturday, June 18th at 8 p. m.

This is the sensational announcement of the Contest and accordingly it behooves every Candidate to secure every subscription possible as the Ponies will probably be won or lost in this period.

There is no limit to the number of Votes you can secure in this period. Make this your record period. Try to secure as many votes as possible as this is a most unusual offer.

The extra "Booster Days" Vote you secure in this period may win a Pony for you. It will take Votes to win the Ponies—secure the Votes now.

It is to every Candidate's advantage to turn in every possible Subscription during this Special Offer if they want the utmost in votes for their efforts.

Notice to Subscribers

If you can arrange to renew your Subscription these "Booster Days" you will help a deserving candidate to win a Pony. Hand your Subscription to the candidate in your district or mail it to the Pony Contest Editor, Statesman Publishing Co., and we will place the Votes to the credit of your favorite candidate.

DATES OF SLOGANS IN DAILY STATESMAN (In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 7.
- Pears, Oct. 14.
- Dairying, Oct. 21.
- Flax, Oct. 28.
- Pilfers, Nov. 4.
- Walnuts, Nov. 11.
- Strawberries, Nov. 18.
- Apples, Nov. 25.
- Raspberries, Dec. 2.
- Chick, Dec. 9.
- Green cows, Dec. 16.
- Blackberries, Dec. 23.
- Cherries, Dec. 30.
- Pears, Jan. 6, 1921.
- Gooseberries and Currants, Jan. 13.
- Corn, Jan. 20.
- Ostery, Jan. 27.
- Spinach, Feb. 3.
- Onions, Feb. 10.
- Potatoes, Feb. 17.
- Bess, Feb. 24.
- Mint, March 3.
- Goats, March 10.
- Beans, March 17.
- Paved highways, March 24.
- Broccoli, March 31.
- Silos, April 7.
- Lisemen, April 14.
- Strawberries, April 21.
- Grapes, April 28.
- Drug garden, May 5.
- Sugar beets, May 12.
- Sorghum, May 19.
- Cabbage, May 26.
- Poultry and Pet Stock, June 2.
- Land, June 9.
- Dehydration, June 16.
- Hops, June 23.
- Wholesale and Jobbing, June 30.
- Cucumbers, July 7.
- Hops, July 14.
- City Beautiful, flowers and bulbs, July 21.
- Schools, July 28.
- Sheep, Aug. 4.
- National Advertising, Aug. 11.
- Seeds, Aug. 18.
- Livestock, Aug. 25.
- Automotive Industry, Sept. 1.
- Grain and Grain Products, Sept. 8.
- Manufacturing, Sept. 15.
- Woodworking and other things, Sept. 22.
- Paper Mill, Sept. 29.

(Back copies of Salem Slogan editions of The Daily Oregon Statesman are on hand. They are for sale at 10c each, mailed to any address.)