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Pep and Progress Pages

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And to the Establishment of New Ones

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Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries
Is to Support Those You Have

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"THE DEHYDRATION CAPITAL OF AMERICA" NOW AND FOR ALL THE YEARS OF THE FUTURE, SALEM WILL BE, AND WILL BE THE FRESNO OF THE STATE OF OREGON

Nearly Ninety Thousand Square Feet of Manufacturing Space Will Be Added This Year to the Already Immense Plant of the King's Food Products Company; the Dehydrating "Tunnels" to Have a Capacity of a Hundred and Four Carloads at One Time, and the Green Tonnage Capacity Will Be a Hundred and Twenty Tons; and a Complete Canning Unit Will Be Added This Year to the Great Salem Plant.

The announcement has just been made by President Earl A. Clark of the King's Food Products company that at a meeting of the board of directors of the company a few days ago it was decided to spend \$100,000 this season in enlarging the local plant of the King's Food Products company, thereby greatly increasing its capacity. This expenditure probably will be the largest incurred by any packing company in Oregon this year, and will make the Salem plant one of the largest packing houses on the Pacific Coast.

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of "The dehydration capital of the world." President Clark feels that unless his company is prepared to pack a greatly increased quantity of fruits and vegetables this season, that the growers of this region will suffer heavy financial losses. In a statement a few days ago, when he was in Salem, Mr. Clark said: "The King's Fruit Products company has endeavored to serve a double purpose in this community. We have builded our business on lines somewhat different from those usually attributed to large corporations, though I think many of the great industries of the country are unfairly judged by an unthinking public. However that may be, the King's Food Products company, while organized for profit, and while it is making a very fair return upon its investment, is not building for today alone, but for the years to come. "Stabilizing Production "When I took over the management of the corporation, I made a survey of the situation. That survey included every phase of production from the ripened fruits or vegetables in the field, to the finished product and the building up of our markets for dehydrated food products. I discovered that the growers generally were more or less uncertain of their market; there was a lack of stability which was not only detrimental to the peace of mind to the grower, but to the packer as well. We, as packers, could never be assured of a permanency of crops. We might spend hundreds of thousands of dollars, building up our markets, only to find that the next season certain crops were of an inferior quality because the grower was not certain of his market and neglected to cultivate, prune, fertilize and do other things necessary to the production of first class fruits and vegetables, such as the King's Food Products company would require. "Working With the Grower "So I set about establishing our company with the farmer and the fruit grower. We began paying cash for those products we bought, we encouraged the planting and cultivation of certain crops; we treated the growers of the Willamette valley as they never had been treated before; we even bought and dehydrated crops at a loss to sustain this principle of relationship with the grower. It was only last year that we saved the farmers of one section from a serious financial loss by dehydrating a product we had never processed before; it cost us money--at least we made no profit through the effort. "Abnormal Crops Expected "This year conditions indicate abnormal crops in the Willamette valley, and so that the growers would have a market for their large crops, and again that we might bend greater efforts to the expansion of our markets and trade territory, I revived my plan of last year to enlarge the Salem plant and got my board of directors to approve the plan. "Dehydration Capital of America" "Our effort for several years has been to make Salem 'the dehydration capital of America.' We want to build somewhat in advance of our markets. That may sound queer to some, but there is a psychology in our plan which I know will have a beneficial effect to our business and to the development of the Willamette valley. It is this: If a manufacturer knows his market is understocked he does not have to make a great effort to move his goods, but if he knows that his supply of manufactured products is greater than his established market can absorb, he must make greater efforts to sell his surplus, and this effort results in enlarging his selling field. Every employe, especially in the selling end of the organization, must exert himself to the limit or the company will suffer financial losses. "Will Go After Business "The King's Food Products company does not propose to suffer any financial losses. We propose to go after business as we never have before, and we propose to make a legitimate profit for our stockholders; hence in making a profit for our stockholders we are helping to build up Oregon's payroll account; we are helping the fruit raiser and the vegetable farmer, and we are providing for growers an established market for their products. "Best Product of World "The excellence of King's dehydrated fruits and vegetables, and their superiority over the similar products of other American and European dehydrators, now almost universally recognized, has created for the company a condition in the markets of the country which we have been forced to meet. "And a Cannery Too "The now universally recognized excellence of King's dehydrated fruits and vegetables has created a general demand on the part of wholesale distributors throughout the country for a line of canned goods of the same excellence as our dehydrated goods. To supply this demand and to conform with its policy of building a national market for food products manufactured and distributed under the King label the company is adding to its dehydrating plant a complete canning unit. This section of the plant will be as modern as science and engineering skill can make it, and the canned product is expected to make for the company and the King's label a large army of friends among the consumers as well as among the wholesale distributors."

The plans for the enlarging of the already immense plant of the King's Food Products company will provide nearly ninety thousand square feet of additional manufacturing space. The dehydrating "tunnels" will have a capacity of one hundred and four carloads at one time, and will increase the daily green tonnage capacity to one hundred and twenty tons, a volume which will mean a great increase to the payroll of Salem and a considerable distribution to the growers of the Willamette valley. "Many Great Advantages "The further development of the King's Food Products company has even greater significance than is indicated by the announcement of the enlarging of the plant, important as that fact may be to Salem and to the Willamette valley generally. It will mean the stabilization of the market for Oregon grown fruits and vegetables; it will enable the grower to anticipate his market in advance and will permit him to plant such additional acreage as he can in those fruits and vegetables as come within the range of manufacture of the company. "Salem Second Fresno "The importance of the King label to the prosperity of Salem and the Willamette valley never was so manifest as today. Cooperation of all concerned will make Salem a second Fresno, and will insure for the city for years to come the deserved appellation

MORE ABOUT THE CARE OF CHICKS
The Advice of the Missouri College of Agriculture on This Subject
(The Pep and Progress pages of The Statesman have lately contained a number of articles concerning that subject that is very important at the present time, and all the time--the care of baby chicks. It is especially important now in the Salem district, because the poultry industry here is on a boom, a very fortunate thing for this district, and a great many people who have heretofore paid little or no attention to poultry are taking this industry up earnestly. The Missouri College of Agriculture has just published a news bulletin on the care of baby chicks, which is added to the information heretofore given in these columns on the subject. It follows: At the present time under ordinary farm conditions the colony system of brooding chicks is preferable. The temperature should be about 100 degrees Fahrenheit when the chicks are placed in the brooder, and then gradually decreased to suit the need of the chicks. If ample room is supplied the chicks will regulate their heat by either crowding closer to the stove or moving away. An abundant supply of clean, fresh water should be kept before the chicks at all times in some form of suitable drinking fountain. Do not put the water in an open vessel, such as a saucer, or the chicks will get into it and become wet and chilled. Feeding is a very important factor in chick raising. Do not feed the chick until it is 50 hours old or older as the yolk is taken into the chick's body just before it is hatched and so ample food is present for some time. The first feed should be composed of a few grains of clean sand or fine chick grit, fed in a flat pan or spread on a cardboard. This should be followed with a feed of rolled oats and bread crumbs, and for the first few days of the chick's life they should be given

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CANNING OUTLOOK NOW VERY FAIR

The Trade in the East Optimistic in Regard to Demand for Coming Pack
The canners of Oregon are beginning to feel out the trade in the east, as to prospective demand and prices for the coming pack. There are no definite figures available now, but the outlook is fair to good, and the prices that the canners are offered for the coming pack, on contracts made now, are about on a par with the prices they received for their packs of last year. On account of the lower cost of cans and cases--and most other things entering into the totals making up the charges for canning fruits, it is likely that the growers will receive higher prices than they realized last year, for most of their products. That is, the canners will be in position to pay them higher prices, on the supposition that they themselves made profits on their operations of last season. It is said that there has been no actual buying yet, on contract, but the feelers indicate that the canners could have actual contracts from the trade, if they were ready to make them. To sum up the present situation, it may be said that the outlook for demand and fair prices for the fruits of this section, the coming season, is now good, with one or two possible exceptions.

BROCCOLI IN CAR LOTS NOW MOVING

The Roseburg District Will Now Be In the Thick of the Harvest Time
As reported in The Statesman of last Thursday, the sending of broccoli from the Roseburg district in express shipments has been going on for several days. The first car supplied by members of the Oregon Growers Cooperative association from that district will roll out on Saturday, and from that time on there will be several cars a day from that section, going to the eastern markets. Other shippers from that district have already started car lots to market. Rainy weather is making the task of harvesting the crop in the Umpqua valley difficult, but the crop is coming on so rapidly that the growers are forced to stay in the fields regardless of the weather. One authority puts the Umpqua valley crop for this year at 125 carloads, which would make this the largest crop on record for that district. The same authority says the damage from frost and cold is expected to be less than was first estimated.

Looking Over the Field

Field men of the Oregon Growers Cooperative association have been looking over the broccoli all the way down through the Willamette valley, and getting ready for the shipping season from this section. One report says the condition is "spotted," and that even yet there is no way of giving anything like a close estimate of the probable total output from the Willamette valley district. The first radio telephone receiving station to be installed in a public place in Salem will be installed shortly by Frank Myers at the Spa. The Spa's equipment, which will take the place of the present phonograph, will be of the latest design, consisting of a Westinghouse combination receiver and amplifiers. This apparatus, used in conjunction with a "loud speaker," will amplify the music and speech sufficiently to be heard over the entire room. "High class music, news bulletins, market reports and lectures now being broadcasted by newspapers and radio manufacturers in Portland, Seattle, San Francisco and other coast cities will be received on the Spa set for the entertainment of patrons. The instrument will be installed by Hall's Electrical shop and C. R. Goodwin.

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POULTRYMEN SHOW BIG YEAR'S WORK

Banquet for All Marion County Producers Planned for Near Future
During the year 1921, the second year of its existence, the Pacific Cooperative Poultry Producers' association handled 63,487 cases of eggs, valued at \$785,942.96, according to the report read Saturday at the Marion county local session, at the Salem Commercial club rooms. "We believe that the Willamette valley was built for growing poultry, and that it's our duty and our pleasure to boost the industry to its proper recognition on the farms," said President C. W. Hewitt, after the Saturday meeting. "Poultry always pays; it will pay better under some cooperative form of marketing and handling that gives the grower better marketing facilities, and to encourage the growth of the industry to the point where every farmer considers poultry an asset instead of a nuisance, is our mission." About 30 poultry men and women were present during the afternoon session. The association is primarily a sales organization, and not a producing plant, but in order to have enough stuff to sell, it has to look after the production on a far larger scale than is now in vogue; so it will be more of a propaganda organization than its original title and announced scope would indicate. The association now has 1319 members, and 361,123 hens are owned and their produce handled in the corporation. It covers southern Washington, southern Idaho and Oregon. A big banquet is to be held in Salem at a date not yet decided, when all the poultry raisers of the county, whether members of the association or not. Committees were appointed for the permanent county organization as follows: Publicity, W. D. Mohney, A. L. Lindbeck, E. J. Miller. Program, A. L. Lindbeck, Mrs. Ella Plank, Herman Tasto. Cooperation, J. B. Nelson, Lloyd A. Lee, R. Woolery. The local dues are set at 50 cents a year. C. W. Hewitt of Turner is president, and G. P. Faulkner of Stayton, secretary. Mr. Faulkner is the delegate to the big association stockholders' meeting at Portland, Monday, March 27.

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