

# HYDRATION CUTS HAUL COST

as Volume of Processed Fruits and Vegetables, Saving Freight Charges Without Detracting from Quality—  
Plant, Largest in World, is Originator of this Highly Desirable Processing Method and Still Growing

were as easy to earn ten dollars, as it is to earn one; if it were as easy to carry ten guns on a hunting trip as it is to carry one; if it cost no more to haul a ton of freight from Salem to Chicago than it costs to ship it to Pendleton, and it took no more time—if the whole fabric of physical and spiritual law could be inverted and neither time nor climate nor labor could cost any more for the greater than they do for the less—even then, there would be a field for King's dehydrated products. For they would keep longer and wouldn't ever decay or even deteriorate!

But when the average market of Oregon or other coast fruits and meats and vegetables that the rate can sell beyond its own city lines, is 3000 miles away, at Chicago, and every pound of perishable freight actually costs more to ship than an equal pound of imperishable products, and every pound of King's products represents a freight saving of nine pounds, then the field for dehydrated King's products is enormously increased. Indeed, it is almost infinitely increased; for crops that could not be marketed at all without it may with the aid of dehydration go to every table in the world.

"Dehydration" is not merely a college-bred word for the world-old knowledge and practice of drying fruits and vegetables. Dried fruits have been known from the days when the first crop of dates hung on the trees in the Garden of Eden, and made good eating after the leaves had fallen for winter. They have been known in every land, where there is fruit to dry.

But dehydration stands for something far more. It is like the human relationships; there is a respect, and a conventionality, that in some of its manifestations may look like love—but anybody who has experienced them knows the difference! One is a shell, a mere outward form; the other is soul and body and eternity all in one.

Dehydration is the patent process of removing the water from fruits and vegetables, by the scientific application of moderate heat and air circulation, so that the fruit solids retain the quality of being able to again take up enough water and be restored to practically fresh fruit perfection. The difference between dehydration and common drying is that between the clay image and the living body—one lives and the other does not, though they look so much alike!

Science has for ages sought to isolate and recognize some mysterious quality of life in all the things that grow. They have not yet succeeded except in its effects—they can not yet tell what electricity is, or gravitation, for that matter—but they know that it exists. They call the life qualities of fresh fruits and vegetables, Vitamins. They know that without these elements, man is undernourished; that food is mostly a bulky shell. These vitamins are removed by over-heating, by various treatments that foods may undergo.

The gentle heat of dehydration does not affect these vital elements of either fruits or vegetables; indeed, it fixes them in the solids of the product, so that they can't get away.

Canning vegetables so that they will keep, is murder for most of the vitamins that vegetables contain. The temperature must go up to 240 degrees, which can be secured only under pressure; this is necessary to kill the bacilli that would otherwise destroy the product. Many have been disappointed at the quality of canned vegetables; there is something lacking, that is none the less certain because it is not exactly identified. It really is that the vitamins are boiled to death, as a human life might be stifled by the same process—and the body seem unchanged. Fruits suffer less in canning; they can safely at the boiling point, 212 degrees Fahrenheit.

but even they lose some of their values, in canning. A California city, has made a furious bid for a King's process factory. It was figured that the fresh crop that was shipped, paid \$4,000,000 in freights. The same products, dehydrated, would have cost only \$500,000 to market; and then they would have the whole world for purchasers, for the product could be shipped everywhere, without regard to time or distance. This saving of \$3,500,000, properly divided between the producers and the consumers, would mean prosperity for both; the Californians are demanding the factory.

The Salem factory is already the largest center for dehydration, in the West. The factory has employed as many as 800 people at a time, during 1922, in preparing its products. The factory has increased its capacity five-fold within the past four years; yet its promoters say that even now it is only in its infancy. The agricultural area tributary to Salem, is not yet much more than scratched, as to its ultimate producing possibilities; there is room for the huge King's factory that its promoters have dreamed, filling all the company's grounds in North Salem, as they have pictured.

Some of the vegetable products are reduced as much as 95 per cent in weight, and all of them are reduced at least as much as 60 per cent. Practically all are being packed in airtight, paraffined paper cartons for retail trade,

or in paraffined larger boxes for hotel or larger quantity use. Last fall, the company shipped in 50 cars of apples, in one shipment; they went back out in only five cars.

A vast national advertising campaign is being carried on to familiarize the buying housewife with King's products. It is a fact that, with the saving in the cost of freights, the reduction of decay and damage losses to almost nothing, and the far greater efficiency of the factory equipment and labor as compared with the ordinary household labor in preparing fruit or vegetable foods, that the dehydrated products are much cheaper than fresh products, especially in the far-off markets. All this need is acquaintance. This the national advertising campaign is giving them.

"Salem Vitamins" might well enough be the label on every carton of these products. "Eat Salem Vitamins and Live Longer," would be a fact and not a mere catchy slogan; some remarkable hospital experiments with Salem spinach fed to babies, shows that the vitamins of this Salem product actually do possess the power of life over the sick and ailing. Science has developed the process for saving these priceless food products; Salem is privileged to spread them to the whole world.

"Do good and be paid for it," might well be the motto for the Salem King products. They do good—and the way the com-

pany has grown, 500 per cent in four years, they seem to pay!

## PAPER MILL EXPANDS

Will Occupy New Addition April 1—Adds Bond Line

The new wing of the Oregon Pulp & Paper company's large plant at Trade and Commercial streets will be ready for occupancy about April 1, according to a statement made yesterday by A. C. Beyer, manager.

This extension will make room for about 50 new paper machines. All of this machinery has arrived and has been put in place for the most part.

Bond papers, both in white and in colors, will be added to the paper mill's line of products. Here to fore it has confined its sphere to the wrapping and glassine papers; but from now on it will make sulphite bonds for the commercial printing trade.

The company is doubling the capacity of its pulp mill, in order to make possible the greater production required for the bond papers and for the constantly increasing demand for its wrapping papers. The pulp plant has heretofore had a capacity of about 60 tons a day. When the additions

are completed, the capacity will be in excess of 100 tons. Six months' time will be required to complete the work.

At present the paper and pulp mill employs about 260 hands. As it extends its field, it will afford employment to a constantly increasing number of people. It would not be surprising if within the year, the number of employees reaches the 500 mark. Important as it is at present to Salem's industrial scheme, the indications are that its value is insignificant when compared with the importance it will attain, when it shall have completed its program of extension, which is now well under way.

Salem's industrial growth is but the forerunner of a tremendous development.

## SALEM HAS HEALTHY ACTIVITY

(Continued from page 1)

even a normal before-the-war courage, but still a restful expansion and development. Low interest rates for sure thing bonds, many of them on securities outside of the community, will be decreasingly attractive this year; more of the hoarded money, in safety vaults and on open deposit, will be at work, and the outlook is upward rather than down.

The year 1923 ought to be better than the year 1922. The money in the banks and the old socks promises to do as did the apostle Paul and his Roman sailor and soldier friends—"thank God and take courage."

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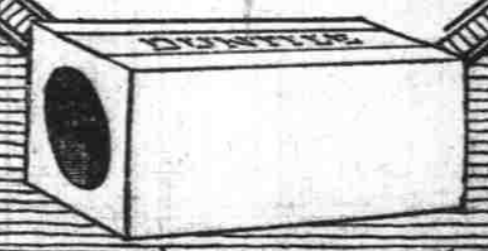
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