

Kingsford Starch

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The Daily Palladium
July 8, 1903
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BIG SHIPMENT OSWEGO STARCH.

**A Train of Thirty Cars to Leave
This City Soon.**

**Will be Biggest Advertising Scheme
That Has Ever Been Attempted
by the Corn Products Com-
pany—Great Demand for
Local Product.**

The Corn Products Company has taken an unique method of advertising the Kingsford starch made by the Oswego Starch Factory in this city. Word has been received here from Chicago that within a day or two orders will be received for thirty carloads of the Oswego product for the Western States and it is proposed to make the thirty cars up into one train and start them on their Western journey. Each car will be labeled with its destination and a big streamer running the entire length of the train will tell that the starch was made in the Oswego Starch Factory.



Kingsford Starch Advertisement

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The Corn Products Company will send a man here from the Chicago office who will accompany the train on its journey westward. While the thirty cars are being loaded the employes of the Oswego factory will be kept busy putting up 25,000 sample packages of the Kingsford corn starch. The samples will be an exact imitation of the pound packages of the starch as retailed from the stores. The representative of the company will see that these samples are distributed along the route of the train to the best advantage.

This action on the part of the Corn Products Company should prove an excellent advertisement for Oswego-made starch, and especially for the corn starch which will be distributed in the sample packages.

It is said that the officers of the Starch Trust have found that they are receiving better returns from the product of the Oswego factory than any of the numerous factories which they control. It costs more to make the starch here, and it is longer in the process of manufacture, but when it is put on the market and compared with the starch made by the cheaper and quicker processes, the Oswego product is far ahead of any other, and consequently the trust receives a better price, and they find that the advertising that is being given the Oswego product is bringing in big returns.

It is not known when the work on the proposed power-house for the installation of the electric system in the Oswego Starch Factory will be commenced, but it is expected that the plant for extracting oil from starch feed and the putting of this feed into bales, will be ready for operation within a few weeks. An independent boiler and engine is being installed for the purpose of running this part of the plant.

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For Further Research and Discussion:

- What was the starch company planning to do to promote their product?
- Why use a train to promote the starch?
- Why were they going to promote Oswego's starch?
- Think about some unusual types of advertising methods you have seen. Explain how it is similar or different from the Corn Products Company's starch advertising.