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Apple Juice The Newest Canadian Beverage

Have you tried the newest Canadian beverage? It's apple juice, not cider, made from fresh Canadian apples only. The general verdict is that it's a swell drink.

A sizable river of it is flowing into the Canadian market. Its source was the 1939 bumper apple crop. During the 1939-40 season nearly one and a half millions gallons have run over the spillways throughout the country, an increase of more than a million gallons over the quantity made from the 1938 crop.

Those who are familiar with the development of this new Canadian beverage and foresee its potentialities predict an output in a few years of several million gallons.

Fresh apple juice differs from cider in that it is not fermented. It is the pure, natural juice of fresh, ripe apples, actually liquid fruit, with all the pure, natural juice of fresh, ripe apples, actually liquid fruit, with all the elements of the apples themselves, filtered and pasteurized. It is naturally high in food value and incomparable as a thirst quenching drink. Until a few years ago the only form in which the juice of apples was available as a beverage was in the form of sweet or hard cider, sold in bottles or kegs. Practically all cider was sold without undergoing any treatment to effect preservation other than the possible addition of sodium benzoate. The price of cider in comparative small bottles was too high to enable it to compete with the almost illimitable variety of aerated drinks of as many hues and shades as Joseph's coat. And being high priced in bottles with breakages heavy, the wide sale of cider was consequently handicapped.

About 15 years ago a firm in the United States began putting up fresh apple juice in bottles after pasteurizing the juice at 165 degrees Fahrenheit; but the product was left with a cooked flavor and the public evidently didn't like it and it proved a flop as a competitor against other soft drinks. About the same time the Horticultural Division, Central Experimental Farm, Ottawa, the Fruit Products Laboratories at Summerland, B. C., and Kentville, N.S., began to experiment in the production of a fresh apple juice. Various methods of pasteurization were tried with

indifferent results. Bottles as containers were obviously unsatisfactory and too costly because of their bulk which added to the cost of transportation, and their tendency to easy breaking. Tin plated cans were tried, but it was soon found that the malic acid in apple juice "pin holed" the ordinary can or resulted in gas formation and a blown can.

It has been proven that apple juice in plain tin plated cans, what canners describe as "dynamite," the malic acid corrodes the inner surface of the can. About 1931 R. W. Arengo-Jones, of the Dominion Horticultural Division, who was in charge of the experiments, decided to try a treatment of Russian oil on the inside of the cans. He heated the oil and brushed it on the inside of some cans, then filled them with apple juice heated to 180 degrees F. The cans were quickly sealed, inverted, held for three minutes and the cooled. Samples opened nine months later were found to have a slight sediment but on the whole the juice was clear. There was little or no visible evidence of oil on the surface of the juice, which had retained its fresh flavour and bouquet. Making every factor into consideration, the Russian oil treatment didn't fill the bill of requirements to meet a highly competitive trade in every way. Meaningful experiments were continued in Ottawa and in other places in co-operation with can manufacturers with an emulsified or lacquered can to resist the malic acid, also with different methods of pasteurization. The pasteurization process of the early experiments continued to have a tendency to leave a cooked flavor, which the public didn't like. Naturally the public didn't want to be interested in getting a can that would resist the malic acid. One of the largest makers of cans had their chemists keep in touch with what was being tried out at the Experimental Farm in Ottawa, elsewhere. At the same time they were making tests in their own laboratories and it was not until 1937 that a double lacquered can was produced. This product would definitely resist malic acid. By this time, too, it was found that by flash pasteurization, a method of passing through a hollow steam jacket with coils of black tin or other impervious metal enclosed, the juice heated to about 185 degrees Fahrenheit for about two minutes, was thus thoroughly sterilized without being cooked.

It may have been that with the invention of the acid resisting tin can and the improved methods of pasteurization, the output of fresh apple juice as a beverage would have advanced rapidly by the reason for the big jump in its output in recent months has been due to conditions arising out of the war.

When the war started last September Canada had begun to harvest one of the biggest apple crops in the history of the country—15,000,000 bushels. Normally about half of the apples grown in Nova Scotia, British Columbia, Ontario and other commercial producing centres are exported, principally to the British Isles. It was soon learned that shipping space would be at a premium and the season's exports would probably exceed 3,000,000 bushels or about 20 per cent of the crop. This meant that an extra 4,000,000 bushels at least, or a total of more than 11,000,000 bushels would have to be sold in Canada. The Marketing Service, Dominion Department of Agriculture, with the producers' associations, wholesalers and the provincial governments concerned co-operated in an advertising campaign with the problem since it developed. An intensive advertising campaign had been conducted and arrangements have been made to use millions of bushels for canning, drying and as fresh apple juice. And so good has been the quality of fresh apple juice produced by Ontario, Nova Scotia and British Columbia companies, that it looks as if it will become an established national beverage. There are some encouraging claims made for it as a health drink and it sells at a price that enables it to compete with the more carbonated drinks and imported citrus fruit juices.

But the making of fresh apple juice uniform in taste and bouquet is no job for an amateur or anyone without sufficient capital to build the proper kind of plant. All pipes in the plant for carrying the juice must be of impervious material, so as not to affect its delicate flavour. Drainage must be good, the water pure and the air abundant. Since both the apples and the juice will readily absorb foreign flavours, it is absolutely necessary to observe every factor in connection with sanitation. To get the best taste and bouquet, it is usual to blend three or four varieties. In Eastern Canada well ripened McIntosh, blended with Stark, Spy, Ben Davis or other varieties, makes excellent blends. In British Columbia blends of McIntosh, Jonathan, Newton, Wine-sap, Wagener, Delicious and some others, yield a splendid product.

Recently the writer visited a plant in Western Ontario where juice was being made from about 50 per cent Russets and 25 per cent Blenheims and the juice from these when filtered looked like liquid sunlight and tasted like the pure and fine nectar of the gods tasted.

To make the best apple juice the fruit must be ripe, sound and clean. Even partly rotted or badly bruised apples, when fresh, will affect the flavour. Apples for fresh juice are taken from the orchards into frost proof storage warehouses where they are taken as required to the juice mill and unloaded in large sloping bins. After being washed they are elevated to a hopper through which they pass to a grator or hammer mill. This mill is so placed that the comminuted or ground fruit falls on an open press cloth or coarse weave placed on a wooden frame. When a layer of about four inches is obtained, the cloth is folded over and the frame removed. A wooden rack is placed on top of the cloth containing the grated apples, next a frame and another cloth which is then filled with more grated apples. This procedure is repeated over and over until the capacity of the press is reached. The "cheese" as the filled cloth is termed is then run under the hydraulic press and pressure is gradually increased until about 100

BRITISH WANT MORE PICTORIAL PUBLICITY

LONDON, April 25—(CP)—Steps to increase photographic and newsreel reporting of the activities of armed forces were announced in the House of Commons by Sir Edward Grigg, financial secretary to the War Office.

The announcement was made after members had urged the Information Minister, Sir John Reith, to relax the censorship so permit greater "pictorial publicity" in the United States for the British forces. Sir John said every effort is being made to meet German competition in this respect.

34,000,000 BOOTLACES

LONDON—(CP)—The Ministry of Supply wants 17,000,000 pairs of bootlaces, for the services, and is experimenting with strings of whale skin. Use as bootlaces would utilize 180,000 hides.

BLIND MAN GETS SIGHT SUDDENLY

PITTSFIELD, Mass., April 25—Sight returned yesterday to blind

Francis Soutter, 24, as suddenly as the darkness which enveloped his life six years ago.

Soutter, who became blind overnight through paralysis of his optic nerve, was working at his newsstand yesterday when suddenly he found himself able to distinguish between darkness and light.

Looking about he could see hazily the moving figures of people. He looked at the stand and could see papers, cigarettes and candy. He doesn't know yet what has happened, but—he can see.

April Showers of Quality and Value

FRIDAY, SATURDAY, MONDAY, APRIL 26th, 27th, 29th

Bulk PEANUT BUTTER Lb. 15c. 2 Lbs. 29c	Eatons Orange MARMALADE, 2 Lb. Jar 25c
PASTRY FLOUR 7 Lb. 29c	Red Plum JAM with Pectin. 2 Lb. Jar 25c
Island Brand Pure Strawberry Preserve 10 Oz. Tin Each 12c. 2 for 25c	Island Brand No. 2 Squat Tin PORK AND BEANS Each 10c. 3 for 25c
SHIRRIFF'S LUSHUS JELLY POWDERS	Bordens or Carnation Tall Tin EVAPORATED MILK Each 9c. 3 for 25c
Sweet Mystery Chocolate Dessert Fancy Free Dessert Package 8c. 2 Packages 15c	Eatons Snowflake 1 Lb. Tin 15c. 29c
	BAKING POWDER 2 Tins 29c
	Culverhouse No. 2 Squat Tin 15c
	CHOICE PEACHES Each 15c
	Arrow Brand No. 2 1/2 Large Tin TOMATOES Each 12c. 2 for 23c
	COCKTAIL SHRIMPS 5 3/4 Oz. Tin 19c
	Arrow Brand PEAS No. 2 Tin. Each 11c. 2 for 21c
	MINUTE TAPIOCA Pkg. 11c. 2 for 21c
	Tiger Brand 26 Oz. Bot. TOMATO CATSUP Each 19c

RINSO or LUX LARGE PKG. EACH 23c

CHIPSO LEMON OR VANILLA 8 Oz. Bottle Each 14c. 2 for 27c

MEATS and FISH	FRUITS and VEGETABLES
Sweet Pickled CORNED BEEF, Lb. 13c	NEW RHUBARB, Lb. 23c
CORNED PORK HOCKS, Lb. 11c	FRESH SPINACH, Lb. 21c
Fresh Made SAUSAGE, Lb. 19c	Sunkist Large Size ORANGES Doz. 59c
SOLOGONA Sliced, Lb. 19c	PARSNIPS, Lb. 5c
Eatons Young Pork SAUSAGE, Lb. 25c	SWEET POTATOES Lb. 12c. 2 Lbs. 23c
FRESH HADDOCK, Lb. 15c	TOMATOES, Lb. 25c
HADDOCK FILLETS, Lb. 21c	NEW CARROTS Lb. 10c. 2 Lbs. 19c
FRESH LAMB	

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5 lb. package 65c
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Scrub Mops—each 25c and 45c
Self Wringing Mops—each 65c and 89c
Floor Dusting Mops—each 59c, 75c, 98c, 1.00, 1.50, 1.75
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GALVANIZED PAILS, various sizes and qualities Each 35c, 45c and 55c

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Ideal Silver Polish 25c
Dura Gilt Metal Cleaner 25c
O'Cedar Polish 25c and 50c
Lemon Oil 25c
O'Cedar No-rubbing Cream Polish 25c and 50c
Chan Wax, 1-2 lb., 35c; 1 lb. 29c
Home Wax, 1 lb. can 29c
Furniture Polishing Cloth 10c
Aeromist Window Cleaner 15c
Aeromist Sprayers 15c
Crescent Wallpaper Cleaner 15c

Old English WAXES - POLISHES - CLEANERS

PASTE WAX, One lb. Tin 65c
Two lb. Tin 1.15

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One Pint Tin 59c
One Quart Tin 98c
(Applier free with quart tins)
Oerowax—Non Rubbing Wax. Pint Tin 29c

PAINT CLEANER.
Old English Paint Cleaner
Pint Can 29c
Half Gallon 59c

SCRATCH COVER
Old English Scratch Cover, 4 oz. bottle 25c

FURNITURE POLISH
Old English Furniture Polish, 10 oz. can 50c

HOLMAN'S 2 BIG STORES SUMMERSIDE & CHARLOTTETOWN

to 150 pounds or more per square inch is reached. When the flow of juice becomes very slow, the press is opened and the pomace removed. Good apples should yield up to 140 gallons per ton.

As the juice flows out of the press it is carried through stainless steel pipes into large wooden tanks. Apple juice as it comes from the press is somewhat viscous and sticky, the viscosity being due to pectic matter and the cloudiness to the presence of suspended solids. To remove the viscosity and the cloudiness some gelatin, dissolved in water, is added to the juice in the tank to which it was carried from the press. Apple juice contains tannin to which much of its astringency is due. If a solution containing gelatin is added to the juice, any solids are carried to the bottom of the tank. The addition of gelatin has a tendency to remove the tannin that is naturally in the juice, so enough tannin is added to make up for that removed by the gelatin.

Apples of different varieties and pressed at different stages of maturity react differently to the gelatin-tannin treatment, so it is necessary to test each batch of juice before treating it. After the gelatin and tannin have settled the solids, the juice is run through a filter. From the filter the juice is pumped to other tanks and from them runs by gravity to the containers, which, when filled are heated to 165 degrees Fahrenheit if the slow pasteurization method is used. In the flash pasteurization process the juice passes through steam jacketed black tin or stainless steel coils, the juice being heated to 185 degrees almost instantaneously and the hot liquid, thoroughly sterilized but not cooled is run into the container. The

of the can is then applied by the capping machine and the can is then inverted for two minutes to sterilize the container. At the end of this time the cans are run through a bath of cold water which cools the juice inside the can, still hot from the pasteurization process. When removed the cans are dried, labelled and packed in cartons, each carton holding 24 twenty ounce cans or a larger number of smaller cans and is ready for shipping.

At present there are ten companies in Canada making fresh apple juice, five in Ontario, three in Nova Scotia and two in British Columbia. The value of the combined output from the 1939 apple crop will, it is estimated, be around \$1,500,000. The latest statement issued by the Dominion Bureau of Statistics discloses that the value in 1938 of the output of carbonated beverages or "soft" drinks at the 454 plants was totalled \$26,094,126. These 454 plants gave employment to 4,569 persons.

Canadians drank 16 per cent manufactured soft drinks in 1938 than in 1937. Fresh apple juice was different from the carbonated beverage in that it is rich in food value and contains natural fruit acids, alkaline salts and vitamins. There are some who claim that in addition to being one of the most pleasant and palatable beverages, it has considerable medicinal value because it is undiluted pure fruit. The possibilities of its use for fruit cocktails and for mixing with other beverages, in preference to imported citrus and other fruit juices, are substantial. The tourist trade provides a market of encouraging opportunities.

If an apple a day will keep the doctor away a tin of fresh apple juice a day, which represents sev-

eral apples, should prove a considerable added insurance to good health.

In Memoriam

MRS. DUNCAN D. MATHESON

Mrs. Christine Matheson of Cambridge, Massachusetts, formerly of Forest Hill, Prince Edward Island, the widow of Duncan D. Matheson, died suddenly of cerebral hemorrhage on April 5, 1940 at Lakeview, Florida, where she was spending the winter with her daughter, Mrs. Christine Truman. Mrs. Matheson was born in Caledonia, Prince Edward Island, June 14, 1875, the daughter of the late Christy and John D. Nicholson. After the death of her husband sixteen years ago Mrs. Matheson and her family left their home in Forest Hill to reside in Cambridge, Massachusetts, where she made many friends and was loved by all who knew her. She was a member of the United Presbyterian Church in Cambridge and the funeral services were held on Sunday, April 7th at the Long Chapel in Cambridge. Her pastor, Rev. A. Allen Graham officiated at the beautiful services where about two hundred and fifty relatives and friends gathered to pay their last tribute.

She is survived by two sons, John D. and Daniel N. of Cambridge and two daughters, Sarah, Mrs. Wallace West of Dorchester, Mass., and Christine, Mrs. Walton Truman of East Warrham, Mass.; two grandchildren, L. Cecil West of Dorchester and Douglas Truman of East Warrham; one brother, Dan-

iel Nicholson of Dawson, Yukon and a sister, Mrs. Kate Irwin of East Lexington, Mass.

The remains were accompanied by her sons to Dundas, Prince Edward Island for burial.

Professional Cards

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