

# FRUIT JUICES PLANTS NEEDED

## COMMERCIAL SIDE OF QUESTION SHOWN.

Pacific Coast Could Remedy "Small Apple" Losses Easily.

Cove, Ore., March 12.—Editor Observer: The process of manufacturing unfermented fruit juices being a equipment, lately developed to a high question of technical details and

degree of manufacturing perfection, and involving somewhat the same line of experience as for canning and preserving fruits, together with cider making, we will not here enter into these details, but merely consider this product as it promises to aid in the solution of disposing of the surplus fruit.

As there are now several firms manufacturing grape juice and what is called "botted cider" it is not a new innovation, only that what is now done with the grape may also be done with the plum, peach, prune and apple, and in the same manner, not boll, but treat to prevent fermentation, and to be sold as "unfermented" juices.

The present unfermented juices on

the market are retailing for such high prices that general consumption is prevented, as pints of grape juice sell for 40 cents each, or at the rate of over \$3.00 per gallon and the Portland wholesale price is about \$2.40 per dozen, or 20 cents per pint, and the "botted cider" wholesales for \$2.60 per dozen quarts and \$9.70 per dozen gallon jugs, but are being retailed on the principle of "drugs" and not in general supply not even known to the average consumer.

With the above figures in mind, and without attempt to a real working accuracy, I will state, that with a large modern plant for making such juices they can be put up in full quarts for about \$1.00 per dozen, and allowing \$15.00 to \$20.00 per ton for the fruit, cased, f. o. d. cars, for about \$1.20, therefore, could and should be retailed, everywhere, for as low a price as a bottle of beer, near the establishment, perhaps three bottles for 50 cents up to 25 to 40 cents, according to distance, etc.

It must be pertinent to all that if so retailed, as suggested, that there would hardly be an end to the markets to be gained for these juices, as when we contemplate the temperance statistics of the enormous amount of liquors consumed in the United States, and believing that these juices would come into general popularity there should be an excellent place for all the "small" apples and many of the large ones.

It should not be very difficult for all our Pacific coast fruit districts to establish large, modern plants for manufacturing all kinds of these fruit juices and in order that every grower may have a direct benefit they should be on a co-operative plan, on the basis of a certain amount of stock per acre for the total capital required, which at the start would be considerable, in order to guarantee a full success.

A campaign of advertising would be of first importance and above all to secure the sale of the product at the lowest possible margins, at the level of staple goods sold in large quantities, and the whole thing would be from the start one big success.

The effect on the apple market may well be imagined, with all the inferior fruit eliminated, possibly half the total crop, as with such a condition in most seasons, it might be found difficult to supply the natural demand for the two products and the prices would certainly become remunerative to say the least.

In connection with the manufacturing of unfermented fruit juices there is a large field for other products, such as vinegar, jam, jelly etc. and if desired, certain kinds of fruit waste could be made into champagne, etc. Therefore, we ought to have at least a half dozen plants in the Pacific northwest with a capacity of at least two carloads of fruit per day, or twice that would be better still and with plans for early enlargements. It should be easily financed with the assistance of advances on the product. But with all the difficulties of starting it should be undertaken in a large measure in order to help regain former confidence in the production of certain fruits and to guard against "overproduction" or underconsumption of future crops.

Yours truly,  
KARL J. STACKLAND.

### CO-ED DEBATERS ARE CHOSEN

Misses Oberholtzer, Sawyer, and Littlefield Will Meet Washington.

University of Oregon, March 12.—(Special)—Aldous Oberholtzer, Cecil Sawyer, and Beatrice Littlefield, were chosen for the University co-ed debating team in the final tryout in Villard hall yesterday morning.

This team will meet the Washington team here some time in May. They will support the negative side of the question, "Resolved, that all unskilled laborers of the new immigration, as classified by the immigration commission, should be excluded from the United States." This selection gives Oregon an entirely new team. None of those chosen has ever had any experience in university debating. Miss Oberholtzer and Miss Sawyer are members of the junior class; the former is from Spokane, Washington, the latter from Brownsville, Oregon. Miss Beatrice Littlefield is a freshman registered from Minam, Oregon.

The judges were Miss Julia Burgess, Miss Mary Perkins and Professor Prescott.

# MERCURY IS STILL VISIBLE

## THOUGH CLOUDS OBSTRUCT THE PLANET INTERESTS

Tonight, Barring Clouds, It Can Be Seen About Eleven.

Clouds last night obscured what would otherwise have been the best opportunity to view the planet Mercury with the naked eye that has been had in many months. If weather conditions are favorable tonight about 11 o'clock, it can be seen. At that hour the tiny heavenly body which swings around the sun so closely that it is usually lost to human vision in the brilliant rays of the great center of the solar system, will be at its greatest elongation, which means its greatest apparent angular distance from the sun. It is only on such occasions that Mercury is at all visible to the naked eye.

Another interesting feature of the evening sky is the fact that the moon and mercury are nearly in conjunction; that is, they were about 7 o'clock Sunday morning. They will still be close enough together (as seen from the earth) for a night or two to be interesting sights, especially as Venus is also an evening star and a most glorious spectacle in the east during the evening hours.

Mercury at best is a mere pinpoint of light but may be distinguished from the fixed stars in the same quarter of the heavens by its ruddy hue—almost as "bloody" as Mars.

### Improvements at New Hospital.

(Pendleton E. O.) A trip to the Eastern Oregon hospital at this time will show the visitor what a wonderful institution this place has become since the patients have been housed and the work of beautifying begun. With the appropriation made by the legislature, Superintendent McNary plans to begin at once to lay off the grounds and when this has been done, one will have to go a long way before seeing a more beautiful spot.

In the buildings themselves, there is a good deal of work yet to be done. The stage in the assembly room is not finished but will be shortly, as Dr. McNary will let a contract sometime this week for the scenery. The library room is not completed, but with the legislative appropriation for this purpose it is probable that a supply of books will be ready in a few weeks. There are still a few operating rooms which have not been finished and work on these is being pushed ahead as rapidly as possible. The patients appear to be quite contented with their surroundings. They have the advantages of wide open air porches where they can go whenever they desire, and many of them have the privilege of the grounds where

they can enjoy the balmy air and the bright sunshine.

Dr. McNary has already begun to have much of the grounds cleared and plans to clear a large area of orchard trees so as to make it available for other purposes.

The superintendent is also preparing to build himself and family a cottage on grounds adjoining the asylum and probably this work will commence within a few weeks.

Brazil, Japan, Porto Rico, San Salvador, Panama, San Domingo, Guatemala and the Philippines have announced intentions of installing

national exhibits at the exposition at San Diego, Cal., in 1915.

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