

# National Maple Syrup • DIGEST •



Vol 5, No. 1

BAINBRIDGE, NEW YORK

JANUARY, 1966

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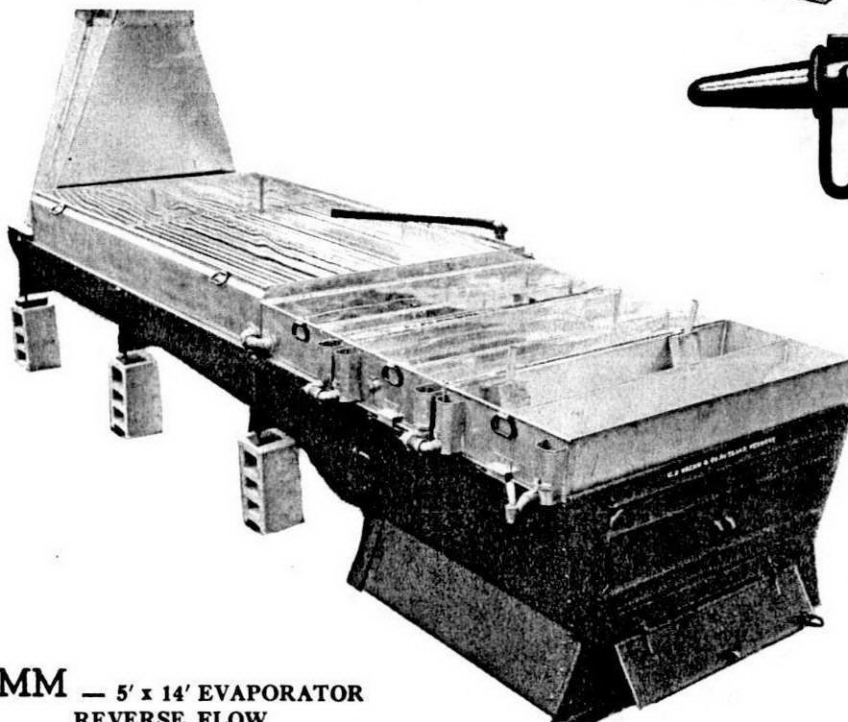
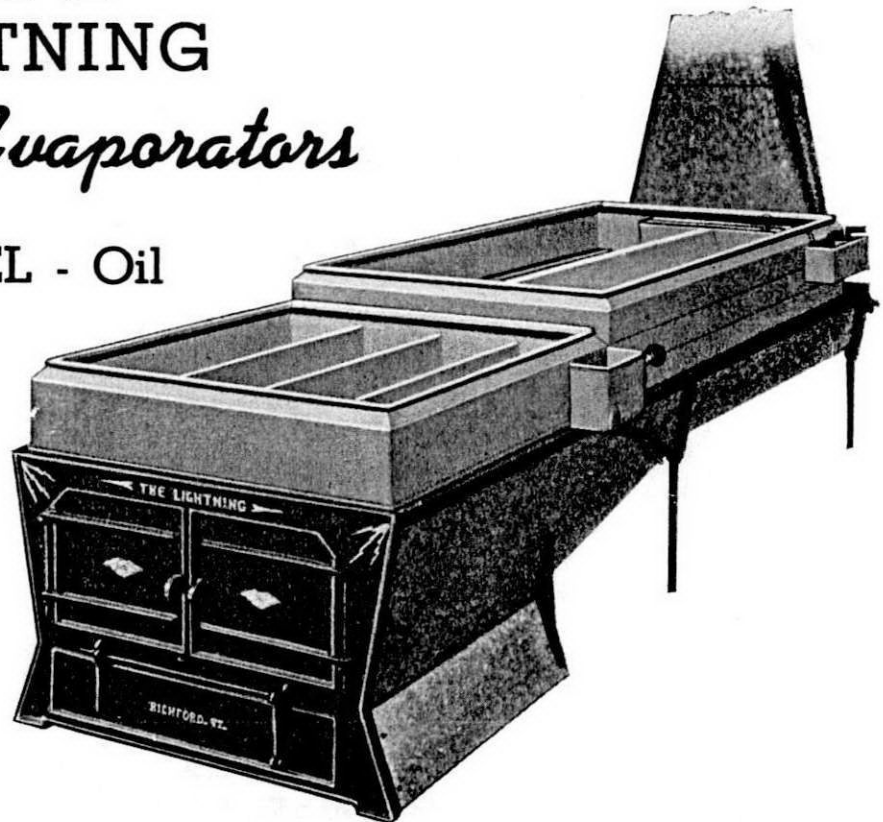
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# Editorial

About a year ago, we printed a full page spread about sending us your subscription voluntarily. In fact we've been asking for contributions to help keep the Digest going ever since we started printing it four years ago. I happened to think recently that maybe you folks would be interested in how the contributions are coming in. I think some of you will be a little surprised.

We had the best response this past year. In 1965 we received contributions from almost 500 of our readers. In the three years prior to 1965 we received about the same number, making a total of about 1,000. This may sound like quite a few, but it is only about 15% of our mailing list of 7,000!! And when you take into consideration the fact that many of these are from folks who sent contributions two or three times, we probably haven't heard from more than 10% at the most.

This brings to mind another thought. What happened to the other 6000 readers? I just can't make myself believe that the Digest is worthless to that many people. They probably just didn't get around to it. I know how it is -- and I can speak with authority on this subject, because I'm notorious when it comes to not writing letters. I certainly hope that if any of you have written to me and haven't received an answer you won't lose patience. I really have been pretty busy the past year or two. In fact, I live right beside the Susquehanna river where the bullheads and walleyes are thicker than flies on a dish of maple syrup and I only went fishing twice last year. Now I figure fishing is one occupation no man should be deprived of.

Well, that's enough of my troubles, but the Digest is in trouble and I don't know what to do about it. We're just not taking in enough money to pay the bills - sort of like farming.

Now, I'm a firm believer in the Digest because I'm convinced there is a need for it in this industry. I ad-

## FROM THE PRESIDENT -

December 10, 1965

Dear Editor:

We are going to miss the "Lin's Logic" column, but we hope he will have an article now and then anyway.

In reaching the early winter season we look forward not only to the holidays, for this is the time for the Maple Schools or Maple Institutes to start. The first states to get these in motion are Indiana and Ohio by holding their meetings in December, while most other maple states follow with their meetings in January. January is the month that we don't have anything else to do anyway, other than wonder how we are going to pay our taxes or other little minor things like that. We might get to en-

mit it could have been better than it has, but I'm sure we must have helped every one of you either make an extra dollar, or save one, at least once in the past four years. If we haven't, then I can see no reason why I should knock myself out putting together four issues a year. If we have, I think you should be willing to contribute a nominal fee to help pay the expenses.

Sure, I know we're supposed to send it free of charge to every maple producer in the United States and that's just what we are doing - plus a lot of foresters and county agents and anyone else who is helping to keep this industry prosperous. The advertisers can't pay any more, so we have only one alternative - paid subscriptions. But they will still be voluntary this year. I would much rather try this system again than go to all the work and expense of sending everyone a bill. If you sent more than a dollar last year you don't owe a thing, but if you didn't, start the New Year right by buying yourself a future in the Maple Industry.

You can send a dollar for one year or five dollars for five years, or any way you want to do it, but your response will determine the future of this publication. We don't think that is asking too much.

ving our neighbor down the road that is smarter than we are, because he must have saved his money and is now taking his wife along on a trip to Florida for the winter. It's too bad that we have such fellows as that because they kinda upset the whole neighborhood. Our wives keep reminding us "how come we can't do things like that?" Well, we certainly don't want to admit to our wives that part about, "not being smart enough", so we tell her that the Maple Schools are about to start and we just have to be there. We tell her how we are going to learn about new ways of making maple syrup and that they are going to show a movie on how they do things in other states, and all things like that. We know, of course, that nobody can really show us anything that we don't already know, but anyway it gets our wives minds off that Florida deal, at least for another year. Some of us are taking our wives along to these maple meetings, but actually we don't think that they get much out of it because they don't have much to do with making maple syrup. Of course, they probably washed the pails and spouts and maybe help tap the trees and pile in some wood and run the evaporator, but outside of that and filtering and canning the syrup and getting the meals for the crew, they really don't do much outside of the candy making and their regular housework and maybe the barn chores. It sure makes me wonder how they could ever get along without us. I am glad that the editor of the Digest is a married man and can understand our problems.

Speaking of Digest, I think we had a very clever poem called "Sappin'" by Mr. Harding in the December issue. Also the excellent article by Shirley Coombs should be of special interest to all the ladies that accompanied her, as well as giving all readers an interesting tour.

Hoping the Holidays have been good to you.

Adin Reynolds  
Pres. Nat'l. Maple  
Syrup Council

Sugaring with oil heat...

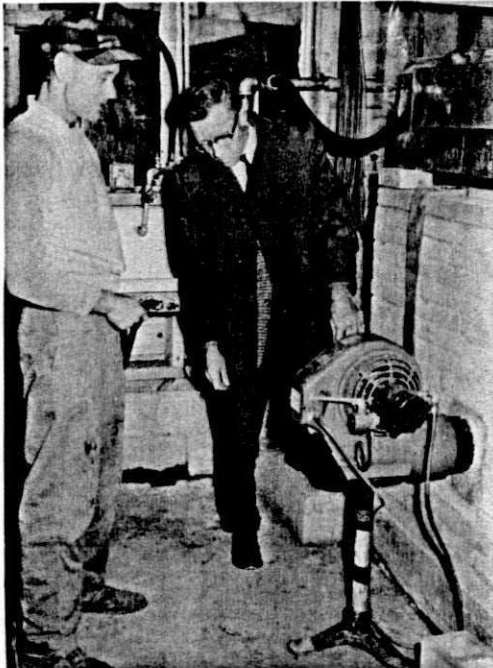
# "I LIKE IT,"

says Everett Gould, Hebron, N.Y.

A dairyman with over 90 head of cattle, Everett Gould of Washington County, New York, also finds time to work in a sizeable sideline: maple syrup.

A combination of labor-saving equipment has enabled the Gould family to cut down sugaring operations from three shifts a day to just one. The key elements are a plastic tubing network, powerized gathering, and oil-fired cooking.

Mr. Gould finds the biggest saving in boiling time. A series of two pans heated by oil and a third pan heated by oil and wood get the job done by 10 or 11 o'clock every night. Formerly, they kept boiling 'round the clock.



Ideas for the new setup came from college specialists, other producers, and Agway Petroleum men.

If you're interested in the modern oil method, talk to your Agway man. After you switch, like Everett Gould, you're sure to say "I like it."

AGWAY PETROLEUM



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New Jersey and Pennsylvania

## NATIONAL MAPLE SYRUP DIGEST

Published by . . . . . Main's Minit-Mail  
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### NOTICE

#### BACK ISSUES AVAILABLE

The following issues of the Digest have been printed to date:

- Vol. 1, No. 1, 2, 3, 4
- Vol. 2, No. 1, 2, 3
- Vol. 3, No. 1, 2, 3, 4
- Vol. 4, No. 1, 2, 3, 4

We still have a supply of most of them but they are getting scarce, and they are expensive to mail. If you lack any, drop us a card stating which copies you would like and we'll send them if available.

#### ADVERTISING DEADLINE

for

FEBRUARY ISSUE  
JANUARY 10th

#### DIGEST ADVERTISING RATES

Full Page .....	\$220.
One-Half Page .....	120.
One Column Inch .....	9.
Classified .....	25¢ per word

Subscription Information on Page 9.

# Characteristics of the United States Producer Maple Syrup Markets

by  
Reed D. Taylor and Jerome K. Pasto  
Pennsylvania State University  
(Abstract)

Maple syrup producers have the option of selling their product as a semi-finished product to manufacturers for further processing, wholesaling it to retailers, or selling it direct to consumers. These three outlets can be classified as the wholesale market in drums, wholesale market in consumer packages, and the retail market. Each of these markets is unique in its set of market characteristics and in the problems it faces.

The retail market (or direct sales to consumers) was the most used of the three markets and returned the highest prices. Eighty-seven per cent of all producers used this market, selling 50% of the total product in it. The average price per gallon equivalent was \$6.22. This price is a weighted average of syrup and confections sold in various types and sizes of packages. Product distribution according to sales outlet and prices received in this market were: Own home or sugarhouse, 71% at \$6.09 per gallon equivalent; own roadside stand, 4% at \$8.17 per gallon equivalent; home delivery to consumers, 13% at \$6.05 per gallon equivalent; mail order, 9% at \$6.55 per gallon equivalent; and miscellaneous, 3% at \$6.76 per gallon equivalent. The individual producer has his greatest influence in this market. He determines the price to be charged subject to the influence of neighboring producers and the customer decides if and how much she wants to purchase. Factors such as producer personality, producer and sugarhouse cleanliness, location, package type and size, advertising, time of sales, and product quality are very important in this market.

The wholesale market in con-

sumer packages was the least used by maple producers. Twenty-one per cent of all producers sold 13% of the total product in this market. Average price for all syrup sold in this market was \$5.91 per gallon equivalent. Product distribution according to sales outlet and prices received in this market were: other maple producers, 8% at \$5.49 per gallon equivalent; roadside stands or shops, 27% at \$6.17 per gallon equivalent; retail stores, 42% at \$5.86 per gallon equivalent; hotels, motels, or restaurants, 10% at \$5.71 per gallon equivalent. The producer has less influence in determining price in the consumer package wholesale market than in the retail market. Prices are sometimes set by the producer, sometimes by the buyer, and often by bargaining between the two. While this market now accommodates a small share of the total syrup sold, its importance and market share will grow as production units increase in size and marketing procedures improve.

Wholesale sales in drums resemble usual agricultural markets with the product passing through several hands and processing procedures before reaching the ultimate consumer. In 1963, 60% of all maple producers sold some syrup on this market. These sales were 37% of the total product sold. Sales distribution and prices received according to grade were: fancy grade, 29% of drum sales at \$3.30 per gallon equivalent; B grade, 27% of drum sales at \$2.72 per gallon equivalent; and C grade, 19% of drum sales at \$2.59 per gallon equivalent. The average price received by all producers in this market was \$3.15 per gallon equivalent.

The United States and Canadian maple syrup industries are highly interrelated. Most large United States

processors buy in both the United States and Canada. Canadian companies sell sugar and syrup to United States blenders. The production areas border each other. Efficiencies in production and marketing, along with research projects, economic levels, producer organizations, production trends, government programs, transportation costs, tariffs, monetary manipulations, etc. of each country have direct bearing on the other.

The market for drum syrup in Canada and the U.S. is particularly interrelated. Prices are determined by demand and supply factors in both countries. Individual producers have little control in the determination of price. Group action can, however, often be effective within competitive ranges.



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# Labeling Requirements for Pure Maple Products

The proper labeling of maple products has been quite confusing to many producers in the past especially if these products are offered for sale outside of their home state. This writer experienced considerable difficulty in obtaining information on new labeling requirements in one state recently even after being alerted to the change by a producer in that state. This situation prompted us to pursue the matter further since other maple producers, who have private labels printed for the various products they make, might be in the same dilemma.

This problem was brought before the National Maple Syrup Council at the last annual meeting in Philadelphia. In a discussion with Dr. Burton of the U.S. Bureau of Standards, Washington, D.C., we learned that, while there are Federal regulations on proper labeling, these are not always adopted by every state, and some states have regulations which differ from the federal standards. Dr. Burton said that there was a publication available at a considerable cost which contained the information needed for proper labeling in every state. Since this publication contains over 300 pages, we would probably be more confused after reading it than we are now, so we are offering here the information we have been able to accumulate on the labeling requirements of the states in and surrounding the maple syrup producing area.

## NAME OF PRODUCT

The first item is, of course, the true name of the product which, in the case of syrup, would be "Maple Syrup" or "Pure Maple Syrup." Most states do not allow the use of the word "Maple" on any syrup that is not "pure" so the term "Maple Syrup" automatically means that it is pure. However, since many customers

assume that much of the syrup offered for sale is a blend of cane and maple, it is recommended to use the term "Pure Maple Syrup." And the last word of the term may be spelled S-Y-R-U-P or S-I-R-U-P. Either is correct but the former spelling is more popular.

## 100%

In August, 1964, New York State approved a regulation which prohibits the use of the term "100%" in describing pure maple products. In other words, maple syrup can be labeled "Pure Maple Syrup" but not "100% Pure Maple Syrup." Any containers or labels ordered prior to the above date may be used up but none can be printed with the "100%" term after that time.

## PROMINENCE AND PLACEMENT

A federal recommendation adopted by the Bureau of Standard Weights and Measures of the Commonwealth of Pennsylvania is stated as follows:

All information required to appear on a package shall be prominent, definite, and plain, and shall be conspicuous as to size and style of letters and numbers and as to color of letters and numbers in contrast to color of background. The declaration of identity, if required, and the net quantity statement shall appear on the principal display panel of the package. The name and address of the manufacturer, packer or distributor shall appear either on the principal display panel or any other appropriate panel. Any required information that is either in hand lettering or hand script shall be entirely clear and equal to printing in legibility.

This simply means that the contents must be on the front of the can, not hidden someplace on the back or side of it and it must be printed so you can read it. The producer or packer's name and address must appear on the label but it may

be placed on the side or back of the container.

## MINIMUM SIZE OF PRINT

The height of any letter or number in the required quantity statement shall be not less than those shown in the following table:

## MINIMUM HEIGHT OF NUMBERS AND LETTERS

Sq. Inch Area of of Prin. Panel	Min. Ht. of Nos. & Ltrs.
4 sq. in. & less	No minimum
Greater than 4 sq. in. & not greater than 25 sq. inches.	1/16 inch
Greater than 25 sq. in. & not greater than 120 sq. inches	1/8 inch
Greater than 120 sq. in. & not greater than 400 sq. inches.	1/4 inch
Greater than 400 sq. in.	1/2 inch

## TERMS - WEIGHT OR MEASURE

Maple syrup is considered a liquid; therefore, the contents shall be declared in terms of liquid measure (as in "1 Gallon," "1 Pint," "12 fluid ounces," etc.) The contents of a solid or semi-solid, such as maple sugar and maple cream, shall be declared in terms of avoirdupois weight (as in "1 pound", "10 ounces", etc.)

## UNITS WITH TWO OR MORE MEANINGS

When the term "ounce" is employed in a declaration of quantity, the declaration shall identify the particular meaning of the term by either of the qualifiers "avoirdupois" or "fluid"; however, such distinction may be omitted when, by association of terms, the proper meaning is obvious (as in "1 pound, 4 ounces", "Weight 6 ounces", or "1 pint, 4 ounces").

## PRESCRIBED UNITS

A declaration of quantity shall be expressed in terms of the largest whole unit of weight or measure (for example, 1 quart liquid shall be expressed as "1 quart liquid" and not as "2 pints liquid" or "32 fluid

ounces"). However, when this results in a whole number and a fraction, the fraction may be expressed in its equivalent in the next smaller whole unit (for example,  $1\frac{3}{4}$  quarts liquid may be expressed as "1 quart  $1\frac{1}{2}$  pints liquid" or "1 quart 1 pint 8 fluid ounces" but not as "1 quart 24 fluid ounces";  $1\frac{1}{4}$  pounds may be expressed as "1 pound 4 ounces").

#### QUALIFICATION OF DECLARATION PROHIBITED

In no case shall a declaration of quantity be qualified by the addition of the words "when packed" or any words of similar import, nor shall any unit of weight, measure, or count be qualified by any term (such as "jumbo", "giant", "full", or the like) that tends to exaggerate the amount of commodity.

#### SUPPLEMENTARY DECLARATIONS

Since some states require containers of syrup to carry both the volume and the net weight (such as "Contents One Gallon, Net Weight 11 Pounds" or "Contents One Quart, Net Weight 2 Pounds 12 Ounces"), this supplementary declaration should be used on all maple syrup labels.

The National Maple Syrup Council has contacted the major can companies and have been informed that the above regulations will be incorporated in the labels on all syrup cans made this year. This article was published principally for the benefit of those who design their own labels.

#### MAPLE PRODUCTS SELL BEST IN GLASS

We carry a complete line  
for syrup-cream-sugar.  
Send for price list.

#### M. R. CARY CORPORATION

219 Washington Square  
GPO Box 818  
Syracuse 8, N.Y.

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#### PLASTIC TABLE DECANTER FOR MAPLE SYRUP



**Dripless Pour**

**No Rusting**

Preserves delicate Maple Flavor

Excellent Shipper - Practically Unbreakable

Pint size available in quantity

160 to a case - - - \$32.00

- - Plus Shipping Charges - -

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Dealer inquiries invited

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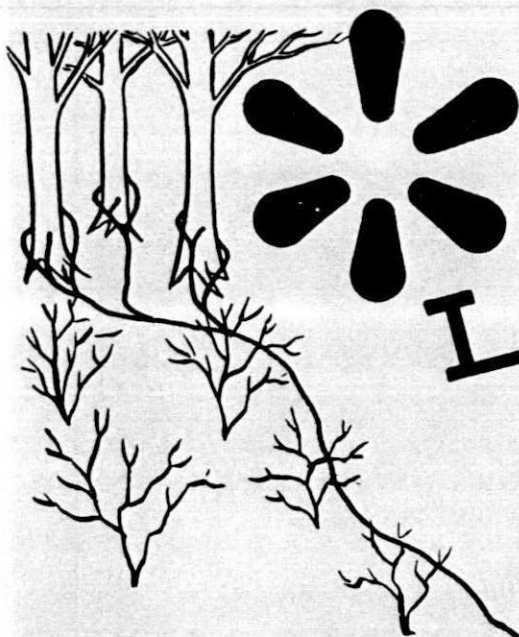
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# MAKES SAP RUN LONGER



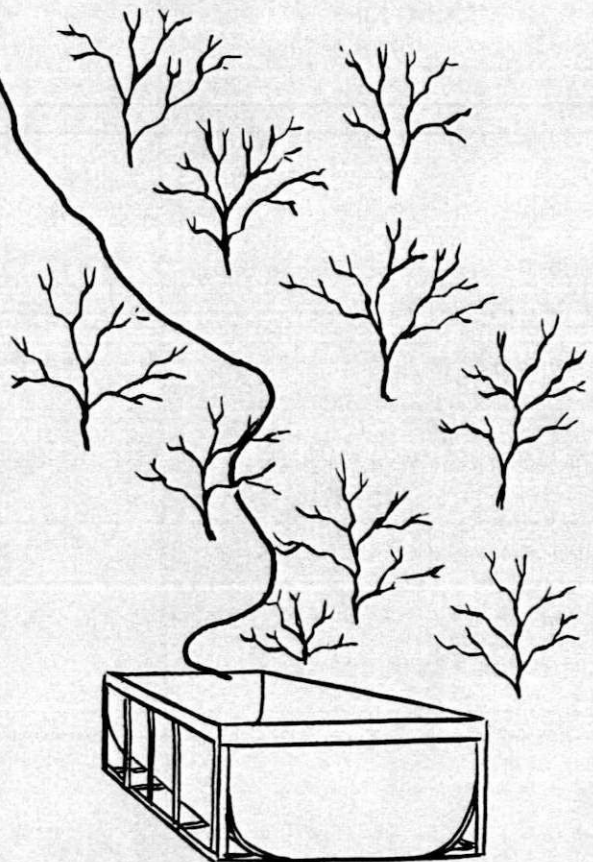
What we mean is...

A long way down the hill from a bush that's hard to get to.

**BUT THAT'S NOT ALL IT'S GOOD FOR.....**

Lamb's Naturalflo tubing has many advantages . . .

- Spreads out your labor requirements by practically eliminating the gathering crew.
- Makes a better quality syrup. Ultra Violet rays from the sun penetrate the tubing and kill bacteria.
- No buckets to run over and waste sap.
- Gives you more time to gather. Large tanks won't freeze as quickly as buckets.
- Makes each day longer. It's easy to pick up sap from tanks at night.
- Freezing won't hurt tubing - - - buckets burst.
- You can tap earlier - By using FLOMOR pellets in the tap hole you tap any time and not worry about the wind blowing the buckets into the next county.
- Easier to wash than buckets. Tubing is light, easy to handle, and can even be washed when it's raining.



There's a lot more ways that tubing can help you, but - if you've got plenty of help, and you're not too fussy about quality or how much sap runs on the ground - - we think you should use buckets.

**A. C. LAMB & SONS**  
LIVERPOOL N. Y.



*We have a*  
**PROBLEM**  
*and we need your*  
**HELP!**



THE MAPLE SYRUP DIGEST IS IN FINANCIAL TROUBLE.

---

---

We just don't receive enough money from advertising to pay the bills. Before we go broke, we are going to be forced to take one of the following steps:

1. INCREASE THE COST OF ADVERTISING SPACE

The cost is too high now.

2. PRINT FEWER PAGES

This would mean the same advertising and the cut would be in the articles.

3. GO ON A SUBSCRIPTION BASIS

This would probably cut our circulation half, which would cut our advertising rates in half, and the bookwork would be very expensive.

None of these solutions make sense. In fact, the only thing that does make sense is for you to send us your subscription voluntarily.

————— THEREFORE —————

If you think the Digest is worth nothing to you, PLEASE drop us a card and ask us to remove your name from the mailing list.

If you do think it is worth something, we expect your contribution.



Our Address is

THE MAPLE SYRUP DIGEST  
BAINBRIDGE, N. Y.

# Economic Aspects of Wisconsin's Central Ev

T. A. Peterson, Extension Forester

University of Wisconsin

As is true of all maple regions, Wisconsin's maple industry started as an adjunct of the family farm enterprise. About a century ago 70% of this state's maple crop (275,000 gallons in 1860) was in the form of sugar - - a staple household item. The small family-farm operation still represents the largest segment of the industry, however the **non-farm** element makes up an ever-increasing portion in Wisconsin.

The central evaporation plant has struck the imagination of the maple industry innovators and promoters in recent years. This idea, however, is not new in Wisconsin as evidenced by the account of Adin Reynolds of Aniwa. There has been a surge of interest and activation of central evaporation plants here within the past five years which correlates well with such developments elsewhere in the maple region. Willits has cited the obvious advantages of the central plants over small traditional syrup operations in the revised Maple Producers Manual (1965) - Ag. Handbook No. 134:

1). Separation of sap-producing and syrup-making and marketing skills.

2). More efficient use of required capital investment.

3). More efficient use of modern equipment and labor.

4). Wider use of the local untapped maple resource.

5). More uniform and higher quality product for consumer markets.

Currently there are at least twelve sap-buying operations in the state - mostly "small-sized" in terms of Pasto and Taylor study published in 1962. As many of you might recall, I was very optimistic over the Wisconsin central plant developments underway at the time of the last triennial conference on maple. Several small plants began operations that year and others were in various stages of planning and

promotion. The factor which perhaps blunted the scale of envisioned development more than any combination of other factors has been **weather**. During the past three sap seasons we have produced only 1/3 to 1/2 of our normal maple crop. An occasional poor display of "dame-weather vicissitude" is to be expected, but a succession of three straight poor syrup crops is enough

to make even the most ardent advocate of central evaporation plants exercise extreme caution.

Because of the extremely poor seasons in recent years, I cannot present a comprehensive economic report on our central plants. However, to give you an indication of the economics involved and the relative impact these operations can make on local communities, two separate

## CENTRAL EVAPORATION PLANT A

A. Investment in plant and equipment . . . . .		\$10,000
B. Income (1) (5000 gal. syrup). . . . .		22,500
C. Production Costs		
<b>Fixed Costs (2)</b>	(av. 27¢/gal. syrup)	
Depreciation	(av. 10¢/gal. syrup)	500.
Interest	(av. 8¢/gal. syrup)	400.
Taxes	(av. 1¢/gal. syrup)	50.
Insurance	(av. 2¢/gal. syrup)	100.
Repairs	(av. 3¢/gal. syrup)	150.
Utilities	(av. 3¢/gal. syrup)	150.
<b>Variable Costs (2)</b>	(av. \$2.53/gal. syrup)	
Sap Supply (3)	(av. \$1.69/gal. syrup)	8448.
Labor	(av. 25¢/gal. syrup)	1250.
Fuel	(av. 41.8¢/gal. syrup)	2090.
Syrup Transport	(av. 3¢/gal. syrup)	110.
(av. 3½¢/gal. transported)		
Containers	(av. 40¢/gal. syrup)	750.
(sold retail) (av. 40¢/gal. retailed)		
<b>Total Costs</b>	(av. \$2.80/gal. syrup)	13,998
D. Margin on operation . . . . .		\$8,502
E. Return on capital investment of 85%.		
(1) 1875 gal. retailed at plant @ \$6/gal.; 1875 gal. sold bulk @ \$4/gal.; 1250 gal. commercial grade sold bulk @ \$3/gal.		
(2) Fixed and variable costs not separated.		
(3) Sap schedule: 2%-4¢/gal.; 2½%-5¢/gal.; 3%-6¢/gal., etc. 176,000 gal. sap, av. 2.4° Brix and 4.8¢/gal.		

## SAP SUPPLIER DATA (for Plant A.)

Number of taps (18 patrons)	25,000
Volume sap sold	176,000 gal.
Av. yield per tap hole	7 gal.
Av. Brix of sap	2.4%
Sap receipts	\$8448.00
Receipts per taphole	34¢

# Evaporation Plants

## CENTRAL EVAPORATION PLANT B (1964 Data)

cases will be cited. These are not to be considered as **average or typical** plants — as yet I don't know what these are. It should also be remembered that, during the specific record period, neither plant was operating at full-capacity for the equipment involved.

### CENTRAL EVAPORATION PLANT A

Plant A is situated at a small village intersection. The equipment was adapted to a relatively new building not specifically constructed as a saphouse.

Equipment includes two 6'x16' oil-fired evaporators in series. Six oil-burners use a total of about 50 gallons of fuel per hour. Automatic draw-off controls are employed. The equipment will handle about 600 gallons of sap and produce about 15 gallons of syrup per hour. Syrup is pumped to gravity filter systems, a gas-finishing system and a canning tank.

An above-ground, steel, sap-storage facility has a capacity of 18,000 gallons. Purchased sap is metered and pumped to sap storage units.

The plant is normally operated with a two-man crew, which purchases sap, owns evaporators, and packages retail syrup. One man can run the automated system during slow periods.

### CENTRAL EVAPORATION PLANT B

Plant B is located ¼ mile off a state highway. The equipment is less than five years old except for a small, used evaporator. A closed building, on a concrete slab, was newly constructed of native, rough-sawn lumber.

Equipment includes a 6'x20' evaporator and a 3'x10' evaporator in series. Both are oil-fired, using 32 gallons of fuel per hour. Both are equipped with steam hoods and automatic drawoff controls. Raw sap enters the larger unit and is then pumped over to the smaller

A. Investment in plant and equipment. . . . .		\$7,000
B. Income (1) (1800 gal. syrup) . . . . .		8,425
C. Production Costs		
<b>Fixed Costs (2)</b>	(av. 62¢/gal. syrup)	
Depreciation	(av. 18¢/gal. syrup)	325.
Interest	(av. 26¢/gal. syrup)	460.
Taxes	(av. 8¢/gal. syrup)	140.
Insurance	(av. 7¢/gal. syrup)	126.
Utilities and Repairs	(av. 3¢/gal. syrup)	54.
<b>Variable Costs (2)</b>	(av. \$2.46/gal. syrup)	
Sap Supplies (3)	(av. \$1.71/gal. syrup)	3324.
Labor	(av. 21¢/gal. syrup)	375.
Fuel (oil & LP gas)	(av. 54¢/gal. syrup)	972.
<b>Total Costs</b>	(av. \$3.08/gal. syrup)	5,776
D. Margin on operation. . . . .		\$2,649
E. Return on capital investment of 38%.		

- (1) 500 gal. @ \$3.85/gal.; 1300 gal. @ \$5.00/gal.
- (2) Fixed and variable labor charges not separated.
- (3) Sap Schedule: 2%-4¢; 2½%-5¢; 3%-6¢, etc. 61,700 gal. sap purchased, av. 2½° Brix, and 5.4¢/gal.

Pick-up charges: ½¢/gal. within 20 miles, ¾¢/gal. over 20 miles.

### SAP SUPPLIER DATA (for Plant B.)

Number of taps (20 patrons)	10,000
Volume sap sold	61,700 gal.
Av. yield per taphole	6 gal.
Av. Brix of sap	2.4%
Sap receipts	\$3324.00
Receipts per taphole	33¢

unit for semi-finishing. A gas-fired pan is used for syrup finishing. The equipment will presently handle about 350 gallons of sap and produce about 9 gallons of syrup per hour. Provisions have been made for a future increased capacity within the building.

After a pan-burning experience the first year, the plant manager installed a safety device whereby the float system on the sap intake side automatically shuts off the oil-burners when the liquid level in the sap pan reaches a critical depth.

A 12,000 gallon, lined, concrete tank is used for sap storage. Ultra-violet lamps are used under the tank cover. Purchased sap is picked up, metered, and trucked in by the plant.

This central plant is normally operated by two men, including the sap hauler.

Six implications might be drawn from these two examples of central evaporation plant operations.

1) Local communities reap substantial economic benefit from the existence of even a small central plant. As in these examples, the available maple tree resource would otherwise be returning little to the owners.

Aside from the income due to sap sales, money is being circulated in the communities in the form of cost items such as interest, taxes, insurance, utilities, fuel and labor. While these are not dollar amounts rivaling government budget figures,

they do represent **additional** dollars in local economies.

2) The amount and the quality of sap (as all syrup producers know) do affect gross income and the margin of return on a sap or syrup operation. In a poor sap season the fixed costs become proportionately higher per gallon of sap collected or syrup produced. Under the concept of central evaporation, where sap production and syrup-making functions are separated, not only are capital investments, equipment and labor used more efficiently, but also risks due to poor seasons are shared..

3) The matter of plant location grossly affects product marketing. Good location relative to retail traffic or to retail market outlet can increase operation returns. There is a favorable net difference, for example, in a \$6.00 per gallon retail sale over a \$4.00 per gallon bulk sale.

4) When adequate markets do exist – or at least can be developed – the central plant manager might well carry the processing beyond the syrup stage. While actual figures and experience are not available for the example cited, there is supporting evidence that further processing of quality confections from syrup can substantially increase income values with correspondingly larger returns to both labor and capital.

5) To make the most efficient use of capital investment, equipment, and labor, the central plant should be operated to its full capacity. This capacity must be geared to the available tree resources. Where actual

sap procurement is below the desired level, whether due to a lack of local sap producers or to poor sap runs, the use of long-haul, large tanker sap transports may be feasible. This is now under study by one multiple-plant operation to stabilize sap intake at each location.

Should large volume, long-haul transport prove feasible it may well affect the planned location and establishment of future central plants within the maple region.

6) In these days of central evaporation plant planning and establishment, a major recognized obstacle confronting local people is one of available investment credit. While this will continue to be an imposing factor, I believe the dearth of \$150-a-week men poses by-far the biggest problem. The implication here is that ordinary labor is generally no problem, but good plant managers or operators are hard – even impossible – to find.

The crux of the problem for many potential communities where central plants are feasible is to find **trained** and **experienced** plant operators. It follows that where skilled men are employed the chance of business success is best. With the accompanying lowered business risk there will likely be more readily available investment capital.

To meet the obvious need for skilled plant operators, possibilities are now being explored in Wisconsin to provide this education and in-service training. Feasibly such a program could involve trainees from several states.

In conclusion I would like to make reference to a poem which is apropos to my final remark. It is entitled "The Calf Path" (author unknown).

The impact of change – dramatic change – is very obvious as we review even the past 20 years of history. I trust that as the maple industry takes stock and retools itself for the future in the light of new knowledge that you will have the courage individually and collectively to take bold steps **out** of the "beaten calf paths" of technology and marketing.

## THE CALF PATH

One day through the primeval wood  
A calf walked home as good calves should;  
But made a trail all bent askew,  
A crooked trail as calves all do.

Since then three hundred years have fled,  
And I infer the calf is dead,  
But still he left behind his trail,  
And thereby hangs my moral tale.

The trail was taken up next day  
By a lone dog that passed that way;  
And then a wise bell wether sheep  
Pursued the trail o'er vale and steep.

And drew the flock behind him too  
As good bellwethers always do.  
And from that day, o'er hill and glade,  
Through these old woods a path was made.

And many men wound in and out,  
And dodged and turned and bent about,  
And uttered words of righteous wrath  
Because 'twas such a crooked path;

But still they followed . . . do not laugh,  
The first migrations of that calf.  
This forest path became a lane,  
That bent and turned and turned again.

This crooked lane became a road,  
Where many a poor horse with his load  
Toiled on beneath the burning sun  
And traveled some three miles in one.

And thus a century and half  
They trod the footsteps of that calf.  
The years passed on in swiftness fleet;  
The road became a village street;

And this, before men were aware,  
A city's crowded thoroughfare.  
And soon the central street was this  
Of a renowned metropolis.

And men two centuries and a half  
Trode in the footsteps of the calf.  
A hundred thousand men were led  
By one calf near three centuries dead.

For men are prone to go it blind  
Along the calf-paths of the mind  
And work away from sun to sun  
To do what other men have done.

They follow in the beaten track,  
And out and in, and forth and back,  
And still their devious course pursue,  
To keep the path that others do.

They keep the path a sacred groove  
Along which all their lives they move,  
But how the wise old wood gods laugh  
Who saw the first primeval calf.

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- **EMPTYING**  
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## Comments-Maple Research Funds

The editorial in the October, 1965, National Maple Syrup Digest stated that Senator George D. Aiken of Vermont, in action regarding funds for the Philadelphia maple research laboratory, had "offered a plan to cut the staff in half". With regard to this, it may be well to relate the events that actually took place.

It is a matter of record (see Senate Report No. 156, 1st Session, 89th Congress) that President Johnson, in a Cabinet meeting on November 19, 1964, set forth some new criteria for formulating the budget estimates for the fiscal year 1966. Following this meeting, the Secretary of Agriculture developed negotiations with the Bureau of the Budget over a period terminating on December 21, 1964.

One result of these negotiations was the announcement that the Department would plan to save \$5,151,000 in the fiscal year 1966 by closing down 43 agricultural research projects by April 1, 1965. These projects included research work on fertilizer, fibers other than cotton, bamboo, fur animals, tung, sesame, sugar sorghum, rye, castorbeans, diseases of poultry and cattle, weed control, tobacco insects, dry-land erosion problems, watershed hydrology, clover diseases, farm housing, honey, maple, molasses, sugarbeets, sugarcane, and many others. Thus maple was not the only industry affected; and the action was by the Administration, not by any member of Congress.

It is interesting to note that the justification for the elimination of maple utilization research at Philadelphia was presented to the Senate Agricultural Appropriations Subcommittee by Dr. G.W. Irving, Jr., Associate Administrator, Agricultural Research Service, USDA, in Washington. This presentation was made after the Subcommittee wrote language into the 1965 Supplemental Appropriations law precluding the Department from abolishing these research pro-

grams until the Subcommittee had time to review them.

In making the presentation, Dr. Irving stated that the research work had been started in 1948, and that in 1965, 17 years later, so many accomplishments had been made, that further research by the Federal government was unnecessary. Accomplishments listed were the development of high-flavored maple syrup; table spreads; a maple extract; maple confections; a plastic tubing system which resulted in a 40% reduction in syrup marketing costs; taphole pellets which resulted in up to 100% increase in sap (production); and production methods which "resulted in 80 to 90% of the syrup produced in the past 3 years being of the two highest grades".

Dr. Irving went on to say that future research, which still might be done by states in which maple production is important, could be concerned with solving the following problems: (1) The need for methods of storing sap without deterioration; (2) The need for developing methods of culturing, stocking, and distributing cultures of organisms required for the development of enhanced maple flavor and for reclaiming "buddy" sap by controlled fermentation; (3) The need for methods to prevent the formation of sugar sand; and (4) The need for better methods of removing sugar sand from syrup. He also said that the research work done had "placed the industry in a position to continue profitably for many years to come."

In answer to a question by Senator Aiken, Dr. Irving stated that he had not talked to any states about taking over research responsibilities. He said that he felt "that the major takeover should be in the field of education or extension, if you will, of the practices which we have developed and have described and are available. What remains now is for more people to adopt these practices which is not, of course, research, but

is education or extension that the states can do in their own localities".

We in Vermont heard early in February, 1965, from Senator Aiken about plans to close the Lab and steps he had taken to forestall it if possible. We said that we felt the research work done there was very worthwhile and that it should be continued, but that more emphasis should be placed on research to improve processing methods and develop new maple products.

We learned from Senator Aiken that the Subcommittee was composed of Senators Holland (Florida), Chairman; McGee (Wyoming), Yarborough (Texas), Young (North Dakota), Mundt (South Dakota), Hruska (Nebraska), Case, (New Jersey), and Aiken (Vermont). The Committee, in view of Dr. Irving's testimony, were inclined to discontinue the project completely. Senator Aiken was not in a good position, as a member of the Committee, to argue either for or against discontinuance. He was supposed to hear testimony from others and make a decision concerning it. However, he read into the record three letters from Linwood Lesure and a letter from Philip N. Good (Massachusetts Farm Bureau). He also had on hand many other letters which he did not read into the record. He also stated that maple syrup formed an important cash crop for many farm families, bringing in an extra \$600 to \$800 each year. He also had the recommendation from the Vermont Maple Industry Council that the project be continued, but with change in emphasis. Finally, he was able to achieve a compromise that half of the Maple research funds - (\$71,350) yearly - would be kept, and that there would be a change in emphasis so that there would be more research on new and improved maple products and on processing technology. The Subcommittee recommended that the continued research on maple should be re-examined by the Department in consultation with the states, the pertinent advisory groups, and the affected industry; and that the Department report back to the committee

in a later annual budget request in regard to the scope, participation, and financing for maple research.

We are all aware, of course, that Senator Aiken's action, together with other action by representatives from most of the maple states, resulted in saving half of the research funds. The maple project was one of 23 projects which were saved, while 20 of the 43 were discontinued. Among those discontinued were projects on molasses, sugarcane, tung, castor-beans, cotton breeding, fertilizer and bamboo. The research on honey (\$142,700 yearly) was maintained undiminished. The honey industry was described as a \$45 million industry.

### CHEMICAL RESEARCH

The editorial in the October, 1965 Digest quoted an article by H.V. Shute in Agriview for June 16, 1965. It referred to \$48,000 granted by the USDA to the University of Vermont for maple research. It referred to the new research as involving "chemical studies", including "problems relating to the analysis of the syrup itself". The workers at the University of Vermont would like to point out that the \$48,000 grant is one of several made to universities by USDA in 1965 for basic research on tree problems. Other universities such as Yale University have received similar grants. The Vermont work will have to do with tree physiology specifically, and the biochemistry of carbohydrate changes in the tree. It will not get into analysis of sap or syrup from a utilization standpoint. The only chemical work done at the University of Vermont on syrup is occasional testing of syrup for possible adulteration. This is done at the Vermont Related Services laboratory, which also tests hay, silage, soil, etc.

Regarding the need for chemical research in maple, probably everyone will agree that this is a job for the Philadelphia laboratory. It is needed in devising better processing methods, including treatment of sap, syrup, and development of new maple food products. However, a question might be raised as to the need for knowing

the specific components that cause maple flavor. If large companies can put them together synthetically, the natural maple industry will suffer. If, on the other hand, only nature can make these components, then chemical research on processing methods to make maximum use of their presence in sap will be in order.

Once again, in the field of utilization, we need more research on new uses for syrup, better processing technology, and improved marketing methods. Let's have our chemists working on projects that will be of most value to the industry in the immediate future!

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Corresponding Secretary  
Vermont Maple Industry Council

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## COUNTY AGRICULTURAL AGENTS INDOCTRINATED WITH MAPLE

Each year the Dow Chemical Company sponsors a study tour of several weeks for County Agricultural Agents. This tour is conducted in several areas of the country for the agents in those specific regions. During these tours the recipients visit farms, factories, experimental stations, demonstration plots and really have a stiff grind of a program. This year the agents of the eastern United States were to swing up into New York State so the County Agent of Allegany County thought he would put a little different pitch on their journey into Allegany County since he had never seen maple listed on the itinerary of the tours before (although it may have been). This looked like an excellent time to do a little public relations work for Allegany County and New York State Maple products.

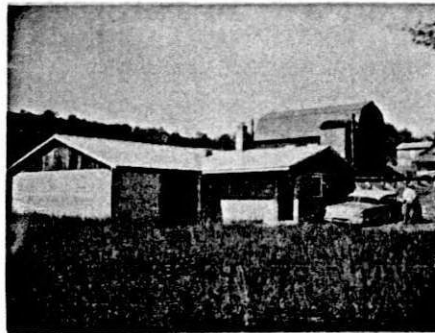
The Agents were met at their motel at Fillmore that morning with Charlie Hebblethwaite and Prof. Winch doing the greeting. The Agents on the tour were from Connecticut, Virginia, N. Carolina, Massachusetts, Georgia, West Virginia, New Jersey, New York, Pennsylvania, S. Carolina and then a state that puts out a similar product to ours called Vermont. We conducted these fellows in their bus buggy over into the hills around Short Tract where the Cartwright Brothers have their "Maple Tree Inn". The inn was opened by the Cartwrights for this special occasion so that these fellows from as far away as Georgia to Vermont could start out the day with a proper breakfast.

Following breakfast, Prof. Winch and Charlie held a gabfest along with the operators of the nearby sugarbush, Roland and Clarence Cartwright. They discussed many changes, the trends of the business, the innovations, the innovators, the marketing, the chemistry and a few others. At the same time they also learned something about sorghum syrup and a few other syrups such as home made cane molasses.

There are changes going on in Al-

legany county as well as other counties and of course we are going through our expansion pains on new buildings. They come in assorted sizes and shapes so we posed the participating agents on the roadside area of the new sugar kitchen and evaporator house of Mr. & Mrs. Guy Closser of Angelica.

We can't end this story quite this quickly without letting you know that Mr. & Mrs. Closser made sure that their visitors left with samples of maple syrup, maple cream and maple sugar cakes. Naturally their name and address had to be on those packages.



Here's a view from the northeast of Mr. & Mrs. Guy Closser's new evaporator house and sugar kitchen. His past experience and good planning came out with this clear span structure. A drive-thru for the unloading of wood and wood storage on this end leaves room on the west end of the evaporator house for his present evaporator and another in the future. These connect to the sugar kitchen on the front with all the orderly layout to save steps.



It's not easy to tie a name onto each of these fellows although we have them listed but here are the touring County Agents who range

from Kenneth Chambers from down in Georgia all the way up to G. Everett Wilder from the state of Massachusetts, who stopped in Allegany County too. The consumers in the Maple business had some education of the art also.

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# Women's Page

This month Mrs. Kenneth W. Yochum, R.D. 1, Townville, Pa. sends us her favorite recipes.

## MAPLE BISCUITS

(These dress up the simplest supper)

2 cups flour  
4 teasp. baking powder  
½ tsp. salt  
2 tbsp. shortening  
¾ cup milk  
1 cup soft maple sugar

Sift dry ingredients together and cut in shortening. Add milk and roll on floured board to ¼ inch thickness. Spread with maple sugar, roll like a jelly roll. Slice and bake on greased tin in oven (375°F) for 15 min. Makes 18 biscuits.

## MAPLE MUFFINS

(Here's a special breakfast treat — delicious with crisp bacon and hot coffee.)

½ cup soft maple sugar  
2 cups flour  
3 tsp. baking powder  
½ tsp. salt  
1 cup milk  
1 large egg  
4 tbsps. melted fat

Mix and sift flour, baking powder, and salt. Add maple sugar, milk, and beaten egg. Beat well and fold in melted fat. Place in greased muffin tins and bake 15 to 20 min. in oven (375°F). Makes eighteen 2½ inch muffins.

## MAPLE NUT BROWNIES

¼ cup shortening  
2 squares chocolate  
½ cup maple syrup  
1 tsp. vanilla extract  
½ cup sugar  
2 eggs  
½ cup flour (sifted with ¼ tsp. baking powder)

¼ tsp. salt  
1 cup chopped nuts  
Melt shortening and chocolate together. Add honey, vanilla, sugar,

and beaten eggs. Sift flour, baking powder and salt and add nuts. Add this to first mixture. Bake in a shallow pan which has been lined with well-greased waxed paper in a slow oven (300°F) for 45 minutes.

## CORNFLAKE COOKIES

½ cup shortening  
¾ cup maple sugar  
1 beaten egg  
3 tbsp milk  
1 tsp vanilla extract.  
¼ cup flour  
½ tsp soda  
¼ cup cornflakes

½ cup chopped dates or raisins  
Cream shortening, sugar and beaten egg. Add milk and vanilla, then flour and soda, mixed and sifted together. Stir in cornflakes, dates or raisins. Drop by teaspoon on greased cookie sheets, bake 12–15 min. at 350° F. Makes about 4 dozen 2 inch cookies.

## GOLD CAKE

¼ cup butter or margarine  
½ cup maple syrup  
1 tsp. orange extract  
1 cup flour  
1½ tsp. baking powder  
½ tsp. salt  
4 egg yolks  
¼ cup milk  
Cream butter or margarine. Add syrup gradually and beat well. Add extract, Sift together flour, baking powder and salt. Add ¼ of sifted dry ingredients. Add eggs and beat well. Add remaining ingredients. Bake 40–45 min. in moderate oven (350°F).

I sometimes use this frosting on my cakes.

½ cup syrup  
1/8 tsp. salt  
2 egg whites

Cook syrup and salt until it spins a thread, or make a soft ball when dropped into cold water. Beat egg whites stiff. Pour the hot syrup in a thin stream over the beaten egg whites continuing beating until frosting

will stand in peaks.

## APPLESAUCE CAKE

1/3 cup shortening  
¾ cup maple syrup  
2 cups flour  
¼ tsp. soda  
½ tsp. cinnamon  
¼ tsp. cloves  
½ tsp. nutmeg  
1 cup seedless raisins  
1 cup cold, unsweetened applesauce  
Cream shortening. Add syrup gradually, creaming after each addition. Mix and sift together dry ingredients and add alternately with the applesauce to the creamed mixture. Fold in raisins. Pour batter into a well-greased 8x8 inch pan. Bake in moderate oven (350°F) for about 45 min.

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January 10 . . . . .	Lamoille . . . . .	Morrisville
January 12 . . . . .	Orleans . . . . .	Orleans
January 17 . . . . .	Addison . . . . .	Burnham Hall, Lincoln
January 18 . . . . .	Rutland . . . . .	Grange Hall, Ira
January 19 . . . . .	Windham . . . . .	?
January 20 . . . . .	Bennington . . . . .	Arlington
January 25 . . . . .	- . . . . .	Annual Meeting, Vermont Maple Sugar Makers Assoc., Vermont Farm Show, Barre

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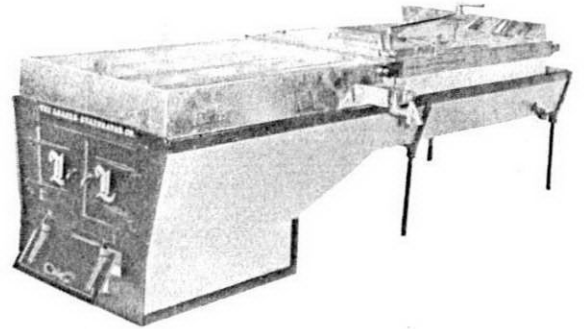
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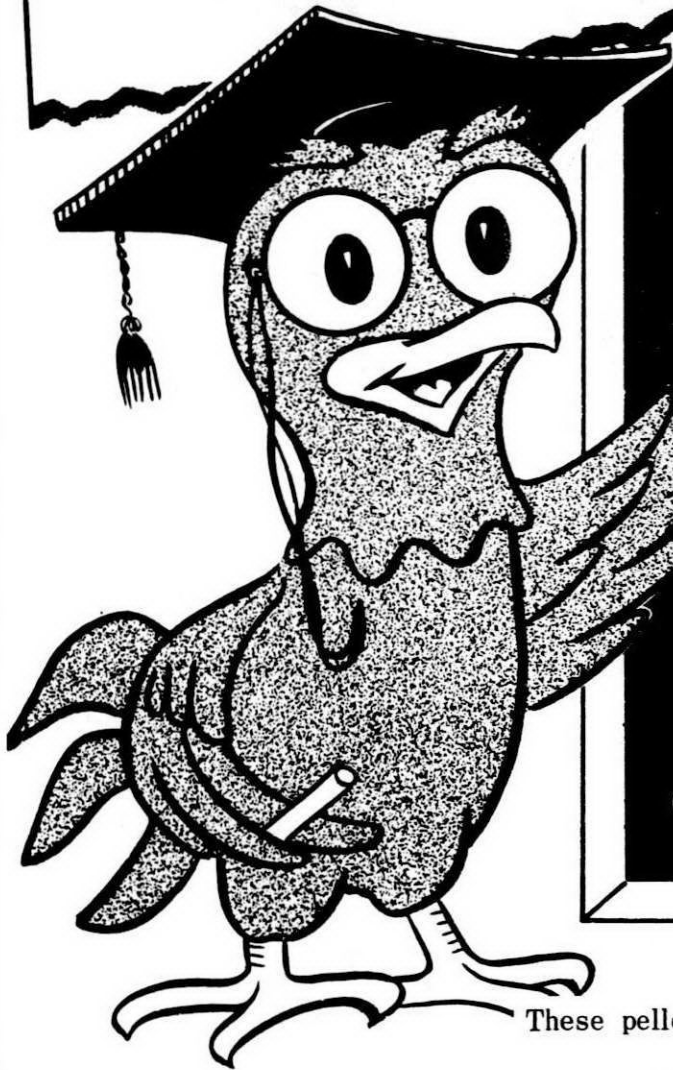
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# PRODUCTION LESSON

PROF.  
PROFIT  
CONDUCTING



*flomor* taphole pellets  
● makes sap run longer  
● controls bacteria  
● allows early tapping  
● extend gather time  
● economical, safe !!

These pellets won't do everything, they won't even cure anything. They won't clean your Buckets, or your Tubing, or your Storage Tanks. They're not supposed to. They make sap run longer by controlling taphole bacteria. You can tap earlier and not miss the first run. Sap keeps running until the leaves come out. Small product, small price, big return. Get some; if your dealer hasn't any, write us.

●  
FOR A COMPLETE  
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●

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