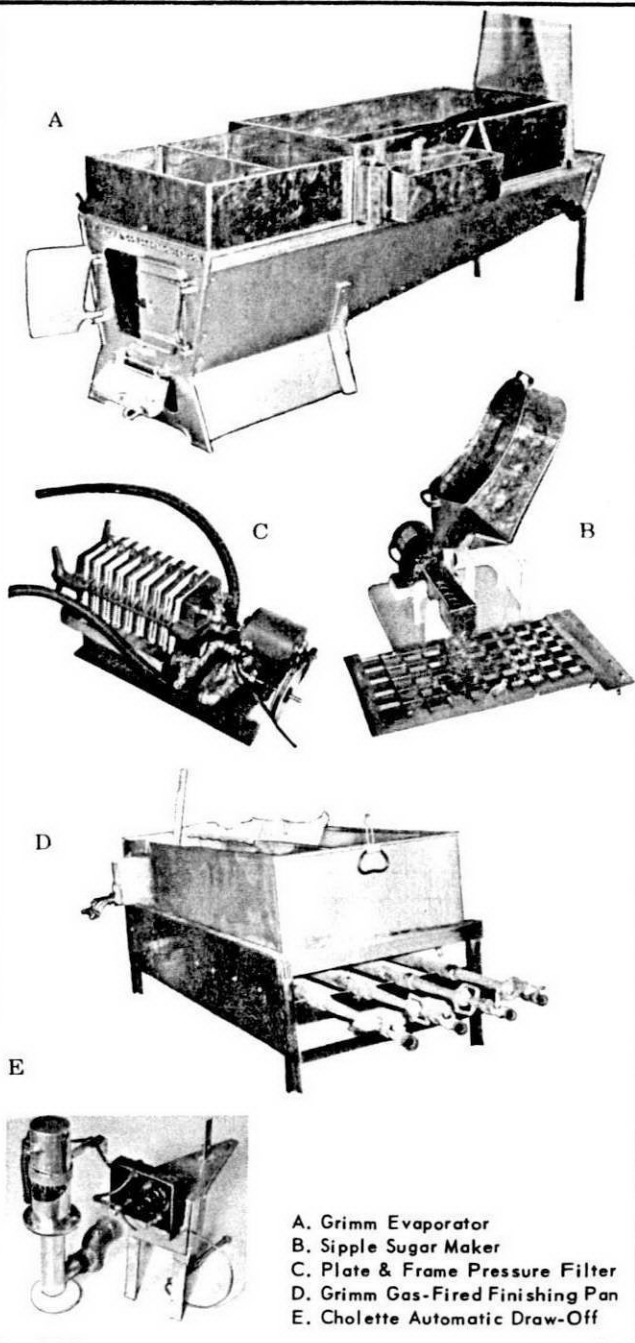


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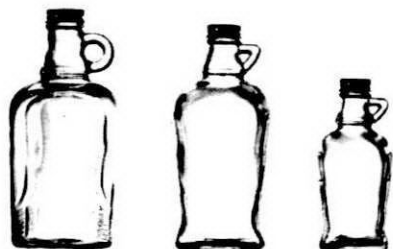
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— Editorial —

Last October, I wrote an editorial that criticised "the good old days" people talk about. I haven't heard much response either good or bad so I guess it must have "set" right with most folks.

A couple of weeks later, I happened to take the picture that's on the cover of this issue. It doesn't consist of anything in particular. Just a couple of kids strolling down a tree shaded, back woods road near here that most folks forgot about years ago.

There's hundreds of roads just like this one around the country. They aren't plowed in the winter or maintained in the summer because no one lives on them any more. They're still passable and used mainly by hunters and fishermen. Why they were built in the first place, I'll never know. There were farms on them once because some fields were cleared and foundations of barns, and houses can be found, but they were all deserted eventually. Probably because the land was too poor or the buildings burned. The fields and pastures have been reforested or are just growing up to brush. Either way, they're going back to woods, just as they started.

The State bought a lot of this land back in the days of the CCC which they've reforested or thinned or just left to grow up any old way it wants to. Now they're talking about setting aside larger areas like the Adirondack Mountains that are to remain "forever wild." Well, I reckon if we give a lot of this country a half a chance it will do just that all by itself without any help. Oh, I know, occasionally someone will start cutting some pulp wood here and there, but at the price it's bringing now, they'll soon get sick of it and quit. What worries me more is all the city folks coming out here and messing up our woods with summer homes. But I guess if I had to live where they do, I'd head for the woods too.

Well, anyway, to get back to the same direction I started out in, I have to admit one of my pet Sun-

day afternoon pastimes is to drive around on these back roads. Sometimes I come to a dead end and sometimes I get lost, but I usually come out somewhere.

It makes you stop and think about the old days and all the trials and tribulations our forefathers had trying to scratch out a living. But they did it and were probably a lot happier and more contented than the present generation. They didn't have television to sit and watch hour after hour, or superhighways to break their necks on. They had time to clear land and pick stone and lay up fences which I'll agree was no picnic, but they also had time to enjoy living which is more than most of us can say now-a-days.

This October there's going to be a maple conference in Philadelphia which is mighty important to all maple producers. If I don't have any bad luck, I figure I can make it there in my old Chevy on the Pennsy Pike in about 3½ hours. If cars aren't fast enough for you guys up north or out in the midwest, you can fly. Either way you should attend if you can. This isn't a "how to do it" school; you've already got the "know how". This is a "know why" meeting.

In the meantime, why don't you take an afternoon off, find an old road you never knew existed and find out where it goes. Just don't be in a big fat hurry to get to the other end of it.

CROP PRODUCTION, MAY 1968 Crop Reporting Board, SRS, USDA

MAPLE SIRUP: The Nation's production of maple sirup in 1968 is estimated at 979,000 gallons, matching the record-low output of 1967 and is 29 percent below the 1962-66 average. Production was at or near record-low levels in most producing States.

The 1968 sugaring season was short. In New England, a cold February resulted in a later than usual season opening. Unseasonably warm weather after mid-March resulted in rapid development of buds the rest of the season except for a few days of good sirup-making weather during the first week of April in northern New England areas. Unusually mild temperatures in late March prevailed in nearly all producing States, causing a generally poor season. Many areas had only one or two short runs which produced sap of average to high sweetness with medium color.

MAPLE SIRUP

State	Sirup made 1/		
	Average 1962-66	1967	Indicated 1968
	1,000 gallons	1,000 gallons	1,000 gallons
Maine	9	9	7
N.H.	50	45	40
Vt.	419	310	285
Mass.	38	28	25
N.Y.	458	275	300
Pa.	102	65	72
Ohio	96	69	68
Mich.	86	60	72
Wis.	100	100	93
Minn.	7	8	7
Md.	13	10	10
U.S.	1,378	979	979

1/ Includes sirup later made into sugar. Does not include production on nonfarm lands in Somerset County, Maine.

LETTER FROM THE CHAIRMAN

The Maple season for 1968 is now one of history, and it probably made history in every producing state, as a very poor or mediocre season as far as number of gallons of syrup produced is concerned. In other words, the season was "LOUSY". However, one pleasing thing about it all is the fact that economics entered into the picture and we received a few more "greenbacks" for our product.

I would like to see our price structure stay up in the 1968 season as our producers are getting price conscious, and we have a battle on our hands to maintain our production. There is only one thing that keeps a man doing the same things over and over again, and that is the satisfaction of doing these things, but getting a monetary return for his efforts, that he is really satisfied with.

A new announcement has come out from one of our agricultural chemical companies in regards to a pill to end all fertilizer problems forever. Most of us are taking pills for one thing or another, so I would suggest our looking into this and seeing what benefits or relationship we can get from its use to giving us more luscious leaf growth, which in turn could give us a sweeter sap. This pill is supposed to last up to three years, with complete nourishment for your plant. The pill is supposed to free you forever from the mess, guesswork, waste, burning and bungling that have made applying other type of fertilizer a tough job. The pill comes in two versions, (1) for root zone feeding; or (2) for surface feeding. In as much as we have talked about tree fertilization, I should like to see some research on this PILL.

Think about the above, and we can talk about it at our meeting on October 7, 1968 at the Eastern Research Laboratory in Philadelphia.

Sincerely,

Ture L. Johnson

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CUT, SPLIT
AND CARRY?

**WHEN YOU CAN
PUSH A BUTTON
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Call your Agway Petroleum man.

Find out how much you can save

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Petroleum Service

LESSONS IN MAPLE

or

HOW TO DELIVER MAPLE PRODUCTS

to a

GREAT BIG STORE

BY: RAY NESSLY, MEYERSDALE, PA.

Practically everyone knows how nice it is to be a customer of a really good department store. The place is sparkling clean, the sales people are generally helpful and striving to please. The customer can set his own pace shopping fast or slow and no one tries to rush or push him around. If he buys — wonderful. If he does not buy, that is O.K. too.

So, there came a day when a big and shimmering store ordered some of every item in maple that I had. I was thrilled that my creations, made with my own two hands, were going to be on display in my favorite store. My family had been customers there

for more than a quarter of a century. It was an old friend; we felt at home there.

To express my feeling of friendship I decided to deliver rather than ship the order. There was also a secret hope that I might get a glimpse of the other side of the department store personality.

On a bright and sunny day I piled all fourteen cartons into my little blue truck and headed for the big city.

The receiving dock is reached through a narrow alley and is inside the building. By the time I had backed and filled, gee'd and haw'd and

a-ported several times I was awfully glad that the little blue truck was only a little blue truck. So with my fresh scrubbed, corn fed bounce, I hunted out the boss man and announced that I had a little load to unload from a little blue truck.

AND: — that unwashed prima donna said, "Not now you don't. We quit receiving at 2 P.M. This here is 3 P.M."

So I got into my little blue truck and grumbled all the way home again.

The next morning was bright and clear with tiny escallops of ice along the shoreline of mud puddles. This time the little blue truck and I nosed our way into the little narrow alley long before 2 P.M. and we felt like a midget on a crowded bus. The joint was full of big vans but we braved it out, stuck right with 'em. Finally our turn came with the backing and filling, hard a-port, left wing low and the little blue truck clanked her tail gate against a bumper that was built to bump much larger trucks than mine.

Attend the Twenty-second NEW YORK MAPLE TOUR

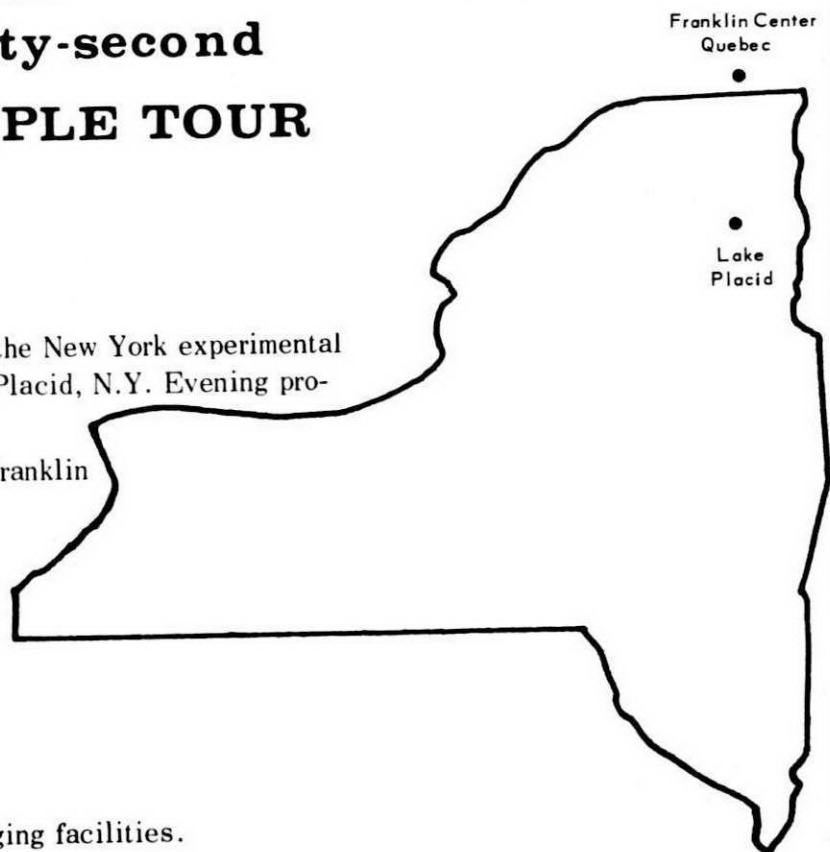
AUGUST 1 & 2, 1968

Starts Thursday noon, August 1st at the New York experimental sugarbush, Heaven Hill Farm, Lake Placid, N.Y. Evening program in Malone, N.Y.

Friday, tour of sugarbushes around Franklin Center, Quebec, Canada.

Write to: William Andrews
County Extension Agent
Malone, N.Y. 12953

for meal reservations and list of lodging facilities.



Again I found the prima donna and was told, "So what? Go over to them unloaders and they'll fix you up."

So I stood in line and after much time I decided maybe these dainty stevedores were like Bob Lamb's mice. They can't see anything blue. Then, great day, one of these ballerinas of the push carts came close and snarled.

"Git cha truck ovah there. Can't unload it here."

I manuevered the little blue truck around and among some huge pillars. The light was dim and I hoped that in the gloom no big truck would step on us; like a bug sometimes gets it. At the end of this change of position the tail gate of the little blue truck was exactly eight feet to the left of where it had been.

Right at deadline, 2 P.M., another lithesome soul parked a hand truck near our little blue tail gate. I unloaded my own fourteen cartons while some minor god made a big

deal of ruffling some papers. With a big staple gun he nailed a strip of paper onto one of my pretty little cartons and - - -; well I hoped that he had hit nothing vital.

Getting out was easy and a relief. Putting the little blue truck in a parking lot I rushed to the store and barged into the epicure shop to see what my things looked like in this big, fancy place. I wanted to just sit and admire them. Maybe the

store would do something big, like "Meet the author day" and I'd autograph my jars, jugs and bottles. Although I searched everywhere I could not find my products. They must have sold out while I parked the little blue truck.

I debated rushing to the buyer with my order pad hanging out, but modesty made me shy. Here I am, at home, sitting by the telephone. They just gotta call any minute now!

Canadian Producers

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5 years 5.00

Send your name and address to THE MAPLE SYRUP DIGEST, Bainbridge, N.Y.

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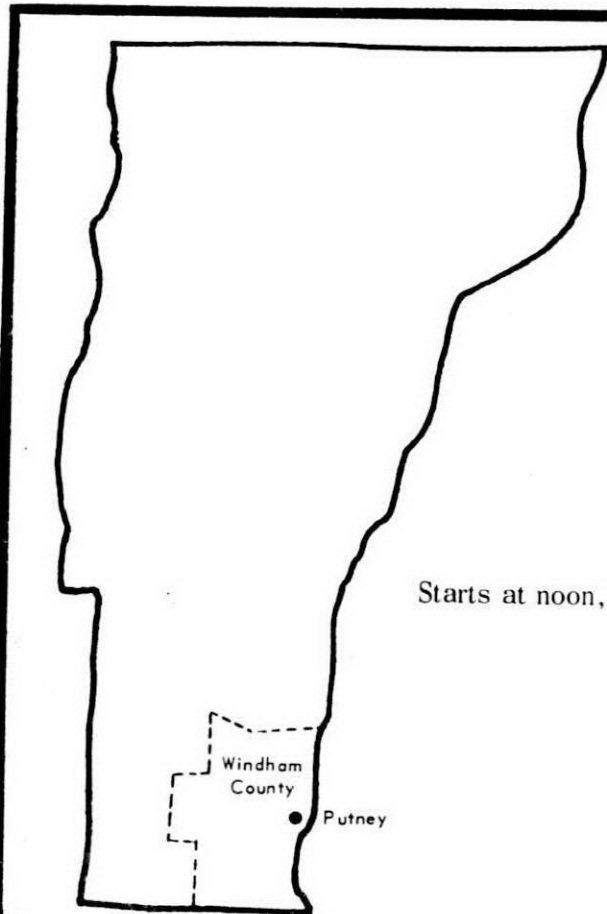
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THEME Turning Maple Into Dollars

Starts at noon, Friday, Aug. 9th at Harfow's Sugarhouse, Putney, Vermont.

Write to: Ray I. Pestle
County Extension Agent
Brattleboro, Vt. 05301

for meal and lodging reservations.



Vermont Maple

Prepared by: EVERETT WILLARD,
Vermont Dept. of Agriculture

Marketing Manual

Art Work by: PAUL V. WINTERS

This bulletin, published by the Vermont Dept. of Agriculture, was sent to me this winter. It is so complete and well written, I thought it should be made available to maple producers everywhere. Since space prohibits printing in its entirety, we selected sections thought to be the most important and we hope we have not altered in any way the meaning of the writer who did such an excellent job.

The complete bulletin is available to Vermont producers for the asking. Write to Agricultural Promotion, Vermont Dept. of Agriculture, Montpelier, Vermont 05602. Out of state requests will be accepted pending supply and demand.

Editor

"Shall I sell in bulk or retail containers?" is one of the first questions the maple producer must answer.

It is not the intent of this manual to point out who should and who should not pack in small containers. As a result of work done by the Division of Markets and other studies of maple marketing, we realize that not every producer would do the kind of a job of packing in small containers necessary to satisfy the needs and desires of the retailer, the consumer, and the maple industry. It is our hope that the information contained in this manual will help producers analyze their own situation and ability to enter this highly specialized field.

Every year sees a few people selling in retail containers at prices which do not return them as much as the bulk price. A little arithmetic will show that there are hidden costs to be added to the bulk price:

At 40¢/lb., syrup cost is	\$4.40
1 gallon can	.40
Shrinkage in packing (up to 10%)	.44
Fixed costs	\$5.24
Additional costs:	
Costs to fill can	
(custom price 25¢/gallon)	.25
Cost of additional investment	_____
Delivery cost	_____
Advertising & expense of sale	_____
Net cost	\$ _____
Your profit	_____
Fair Selling price	\$ _____

It's very easy to see that selling in cans at \$5.50 per gallon is not consistent with a price of 40¢ per

pound in drums.

On the other hand, many past years have not seen 40¢ bulk prices. Building up a good market at fair prices returns a higher percentage of the consumer's dollar to the producer, and thus increases net profit. This is especially true in large production years when bulk prices tend to be low. At average prices, packing in smaller than 1 gallon containers would further increase the packer's income, whether sold to wholesalers, retailers, or directly to consumers.

If packing in small containers is not for you, then we urge study of good bulk procedures so that you may cash in on the best bulk markets.

BULK SALES

Some maple syrup producers sell most or all of their production in bulk to packers who specialize in further processing and packaging the product for the consumer market. This saves the producer an investment in labor, packaging materials, and sales time.

The large packer is an important segment of the maple industry. Over a period of many years he has acquired a broad knowledge of consumer requirements. He has opened up many sales outlets for maple products both to retail stores and food processors using maple as a flavoring ingredient.

Through these large packers a market is provided for large quantities of B and C Grade syrup which could not be sold in retail containers. Through blending, thousands of gallons of maple syrup enter the market place in direct competition with low

priced imitations, cane, and corn syrups.

Advance announcement of low bulk prices may have a depressing effect on all maple prices. (A few farmers will say, "At 30¢ per pound I'm only getting \$3.30 per gallon. I won't take it." They proceed to pack in small cans. With no established market they cut prices as low as \$4.25 per gallon to get rid of syrup. Because they have failed to correctly analyze the price situation they may have received less than the drum price, as well as to have started a price war.)



ARE YOU GUILTY?

Some syrup bought by packers reflects the producer's attitude toward low prices. ("At 27¢ a pound I'll leave the niter in.") This is not beneficial to the industry in any way and further reduces prices.

Some bulk producers report receiving premium prices from small packers, both in and out of Vermont. These buyers are particular on grade, including taste. They usually buy only Fancy and Grade A. A little extra effort to produce syrup to satisfy this demand pays off. The producer who owns his own drums is in a better position to satisfy the needs of these markets.

One producer reported that even in a year of high production he received a 9¢ per pound premium for hot-packed drum syrup because confidence of the buyer permitted him to buy sealed drums. The following suggestions would help produce syrup most producers want:

1. Use only **clean** drums free from rust and odors.
2. Cook syrup to correct density.

3. Pack hot if possible.
4. Filter out niter.
5. Fill drums full.
6. Do not mix grades (or lots with "off flavor").
7. Save sealed sample from each drum to show buyer. (Won't have to open drum unless buyer agrees to buy if sample matches syrup.)
8. Keep filled drums in cool place, preferably under refrigeration, with as little temperature fluctuation as possible.

Because it is almost impossible to estimate in advance the number of packages of each of the various sizes and shapes that will be sold, it is highly recommended that producers properly pack at "sugaring time" at least part of their crop in larger bulk containers, (5-10-30 gal. sizes). The syrup is later reheated, filtered and hot packed in smaller containers as needed. As heating syrup renews the flavor, the consumer is getting a better flavored product if the final sale is close to the packing date.

Strive for consistent quality of flavor within each grade. This may sometimes be accomplished by blending syrup of several different runs or sources. (Another advantage of first packing in bulk.)

CONTAINERS

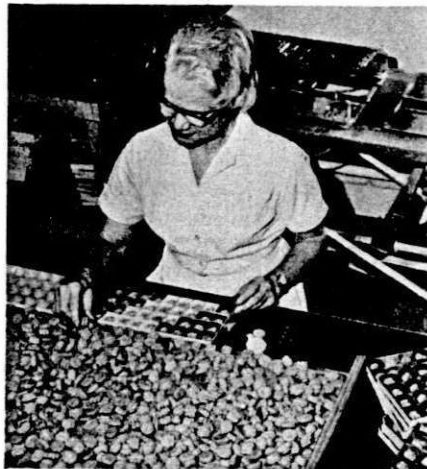
All products should be packed in attractive, fresh-looking containers. The trend is for white boxes, etc., with red and blue lettering rather than "authentic" browns, amber backgrounds, or dull lettering. Consumers choose bright-lettered cans over pale-lettered ones. Of course, all packages should be neatly marked with information required by law. The use of attractive name and grade tapes is much preferred to ink stamping, which is apt to smudge.

MAPLE CONFECTIONS

It is possible for some maple packers to substantially increase their income by marketing part of their syrup supply as maple confections or maple cream. The profit received from the sale of such maple products is much higher than that of maple syrup.

Home manufacture of maple con-

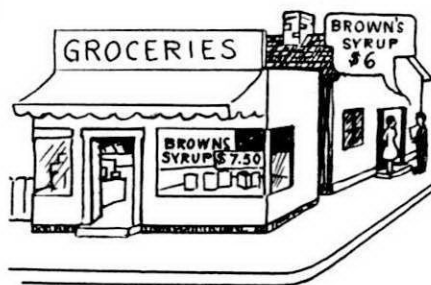
fections is difficult, especially in the crystallization process of dipping molded pieces into warm, thick syrup to create shelf life. Maple cream is relatively easy to make, has a most delicious flavor but is reported as not a big seller. Often when being cooked it is turned off before it receives the very few extra degrees of heat needed to prevent separating, and a poor appearance results. Learning to produce a uniform, stable cream with good appearance should make it a better seller, especially if taste tests are used to acquaint new buyers.



Packing Maple Candy - Photo Courtesy of Vermont Development Department.

If you do not deem it advisable to make your own variety of maple products you should consider purchase of them, for resale to your customers. Your customer likes a dependable source of supply available all year around. Providing him one source of all products helps to protect your market from competition.

SELLING TO RETAILERS



Regardless of the size of your operations, when you sell to retailers you become, in effect, wholesalers, and so you must learn to operate like one. You must realize that your customer, the retailer, is in business

for a profit. He continues in business and remains your customer only so long as he makes that profit. He has certain high expenses to meet and thousands of dollars tied up in assets. He thinks in terms of income per square foot of store space and "turn-over" of his products.

In many stores maple is a slow-moving product and so you must allow room for a reasonable profit when you set prices. Producers and packers should protect their retailer. The most common complaint in retail stores is leveled against the small producer who sells all he can to the local stores and then proceeds to peddle the rest house to house at the same price. As is bound to happen, some such producers find themselves at the retailer's home trying to sell the retailer's wife some more of the same at the same price.



SERVICE TO RETAILERS

As in any other wholesale operation success depends upon giving the retailer the service he has come to expect. A high percentage of his products are periodically delivered to his store, thus reducing the dollars invested in inventory. It is necessary for the maple supplier to match this service, as the retailer will be comparing maple investment and profit with other products competing for his shelf space.

Fast delivery and safe arrival are a must. After making space on his shelf available the store cannot afford to be temporarily out of your product.

The wholesaler should guarantee his products and be willing to replace or refund in answer to legitimate complaints.

The supplier should be as interested in seeing maple move fast as if it were his own store. Providing the outlet with display materials and

sharing expenses of some special advertising are excellent selling devices.

Use of accepted wholesale billing and collecting procedures are expected by the retailer. These usually allow a small discount for cash. Payments made within 10 days are considered cash.

Many stand operators prefer to pay cash but sometimes leaving syrup on consignment will help the producer to clinch a new outlet. Some handlers find that guaranteeing the product will sell or refunds will be made brings business. Most successful producers servicing stands find that they need to buy extra syrup but are frequently disappointed. Syrup is often of poorer quality in a short year. Buying a surplus in a high production year is sometimes good business, even if financed, since a high production year is seldom followed by a second. To supply stands you need a bulk reserve ready to can to order for the stands you contact several times per season. If a small producer in your area undercuts price in an attempt to supply your market because he "needs the money now," consider buying his crop yourself in bulk. Buying a miscellany of canned syrup for resale to stands often is poor business as some county associations have found; hence, again, the need for more five gallon and small drum packs. Packing all syrup in gallon cans just as it comes off the evaporator is only inviting waste of time and residual syrup compared to use of airtight bulk containers, then re-packing as required in can sizes needed at the time.

GRADE B SYRUP

For many years some producers have sold all their Grade A and Fancy Syrup in retail containers, but have relied on large bulk buyers to purchase their darker colored syrup in drums. Some of these buyers have "upgraded" the syrup purchased to the extent that many producers have a rather distorted conception of Grade B.

Some syrup labeled Grade B,

when tested by the Division of Markets, contained an undesirable after taste although a small percentage contained a heavily caramelized but still pleasant flavor. Off flavored syrup cannot be sold in retail markets.

As blenders continue to decrease the percentage of maple in their blends, this market becomes less profitable to producers. It is, therefore, important to do all possible to improve the retail market for Grade B syrup. It should not be used as a price weapon in competition with Fancy and Grade A, but should be sold on its own merits.

It is recognized that some people prefer the stronger flavor of Grade B syrup. These people should be given the opportunity to purchase it. The hard part is matching the taste of the syrup with the taste of the buyer. We recommend giving a taste of the "B" syrup to a prospective customer before selling it to him for the first time. Let him compare it with Fancy or Grade A. A dissatisfied customer hurts worse than one lost sale.

PRICING YOUR PRODUCT

Every person who sells maple products should realize that his selling price is one of the important factors determining the success of his business. We must further realize that there is a market at a reasonable price for all the maple syrup produced if we only find it. This is not easily or cheaply done, but cutting prices to sell your product is even more expensive. The person whose market you take by price cutting must sell his product, too. If he plays by your rules he will undersell you, and down go prices. Furthermore, the market you get by price cutting is yours only till someone else follows your example. Consequently, you are looking for a new market nearly every year. The reputation you build for a high quality product brings repeat customers who are not so price conscious.

If you are not able to sell at prices other comparable outlets get, study your operation to see what's wrong. Is it location? Overhead

costs? Quality of product? Attitude? Sales methods? Inefficiency? Taking steps to correct the weak spots of your enterprise should get your first consideration rather than cutting prices.



ADVERTISING AND PROMOTION

The retailer of maple, regardless of the type of market, is interested in attracting as many customers and potential customers as he possibly can. He must call people's attention to his business. Nearly every successful enterprise has found it profitable and necessary to develop some advertising program for this purpose. Maple is no exception.

There is no clear-cut rule as to how much each retailer should spend on advertising, but every merchandiser should formulate his own advertising program to increase sales. It is hard to differentiate between public relations, publicity and advertising. They go together, hand in hand, and we urge all who produce or sell maple to support all industry promotional and public relations activities.

Membership in the County and State Sugar Makers Associations is urged to all. These groups are doing excellent work in promotion and public relations.

Suggestions from contributors include:

1. Using classified ads of 20 words or less including price per quart, one half gallon, or pint. Offering complete price list upon request.
2. Entering reader's reply on index cards as permanent record. Future orders added to card later. Index card becomes part of future mailing list.
3. Sending advertising circulars and prices twice a year — early spring and at Thanksgiving (for Christmas gifts).

4. Mailing promotional materials so they will arrive at readers home on Friday for week-end reading (where mail service can be predicted).

5. Using 1st class mail so that undelivered mail will be returned and the names can be removed from mailing list.

6. Keeping the names, of those ordering, on the mailing list several years as a lapse of two or three years between orders is not uncommon.

7. Keeping duplicate mailing list in a safe deposit box in case of fire.

MAILING LISTS

Mailing lists fall into two general categories: Previous customers and prospect list. The percentage of sales is, as one would expect, much higher with the previous customer list. The lists should be kept separate to allow for different mailings when desired. Both lists should be kept up-to-date. If not, too much money will be spent for postage on letters going to people who have moved, died, or have otherwise changed their status as a prospect.

MAPLE GIFTS

Sending letters timed to meet the needs of prospects may bring better results than timing them to meet our own convenience. Hence, Christmas, Valentine's Day, Mother's Day, or Eastertime are ideal times to cash in on the practice of gift giving. Special slip-on overwrap labels for Christmas, Easter, etc., should increase sales appeal during holiday seasons.

Most people interviewed reported Christmas sales surpassing sugartime sales. Large companies and industries are excellent prospects for large gift orders.

PACKING AND SHIPPING

Good maple syrup is one of the world's finest delicacies on pancakes and waffles or in a sauce dish, but it is one "awful mess" when spilled in the mail. Receiving such a mess in the mail is not conducive to further buying of the product. One shipper recalls losing a very large annual order because of

the damaged condition in which previous shipments had reached their destination.

This points up the need for better packing of the products. Extra protection can be secured by packing individual cans in individual cartons before placing them in larger multiple can boxes. This also protects the lithographed pictures and printing from being rubbed off by contact of can against can. Use of shredded paper, styrene handle protectors, and other "end of can cushions" as well as emphasis on the 1/2 gallon can instead of the gallon have all helped to reduce possible damage.

Much progress has been made in developing a more protective shipping carton. We urge all shippers to use the new double wall cartons available from the Vermont Maple Sugar Makers Association. The few extra cents invested in a good carton are well spent. With these new cartons some shippers find they can eliminate the buying of postal insurance because losses are so low that insurance savings more than pay for replacement of products costs. Other shippers buy insurance policies from private companies. Whatever insurance system is used the product should be guaranteed to arrive in good condition.

REPLACEMENT OF DAMAGED SHIPMENTS SHOULD BE MADE PROMPTLY AND WITH A SMILE.

All packages should have clear reading address labels. They should be marked - Liquid - Fragile. Neat attractive gummed labels are readily available for this purpose.

ROADSIDE MARKETING

America is a land of fast moving people. Nearly every family owns at least one automobile, and many own two or three. Vermont has its share of travelers. Many sugar makers and retailers fail to take full advantage of this fact. Let's do a better job of roadside selling.

A small attractive stand would increase sales over the farmhouse for many farmers on heavily traveled roads. Proper signs at the right locations influence more people to

stop at your place of business. It is advisable to locate a sign at the place of business and approach signs at both sides of the market.



Roadside Sign - Division of Markets, Vermont Department of Agriculture.

In a New Hampshire roadside stand study, gross income of stands with proper signs was more than double that of stands without them.

To allow for 3 full seconds of a reader's attention a sign must be visible for 225 feet when the car is traveling 50 M.P.H. Doubling the visible distance would double the reading time except that we must remember the driver of the car must have his eyes on the road, too.

The following table ("Successful Roadside Selling of Farm Products," Delaware Mimeograph Bulletin No. 91, Agricultural Extension Service, University of Delaware) gives minimum size for sign letters.

Visibility Distance	Height of letters	Width of ink line
In feet	In inches	In letters
40	1 3/8	1/4
50	1 3/4	5/16
60	2	3/8
70	2 1/2	1/2
80	2 3/4	9/16
90	3	5/8
100	3 1/2	11/16
200	7	1 3/8
300	11	2

COLOR COMBINATIONS

The following color combinations are listed in order of legibility from a distance (from most to least).

1. Black on Yellow
2. Black on Orange
3. Yellow-orange on Navy blue
4. Bottle green on white
5. Scarlet red on white
6. Black on white
7. Navy blue on white
8. White on navy blue
9. Yellow-orange on black

10. White on black

There appears to be little relation between the size of the building and the volume of sales. More important is appearance. Volume of sales (in N.H. study) varied in direct relationship to classification of appearance. Simple, fresh painted buildings in neat, attractive and orderly surroundings cannot be over emphasized.

STOPPING THE MOTORIST

Before a motorist can purchase he must decide to stop. Let's analyze our own attitudes. What does it take to make us want to stop?

On a good hot day in the summer it's SHADE and water. If you have good, pure spring water at your place, why not let a "Cold Spring Water" sign bring the speeding auto to a halt so you can sell maple.

One highly successful Massachusetts maple stand operator reports that two lambs near his business are excellent "salesmen".



Use your imagination. Let your tame coon (vaccinated for rabies, of course) be your salesman.

A small blinking light (that does not blind traffic) or other indication that your stand is open for business should be helpful.

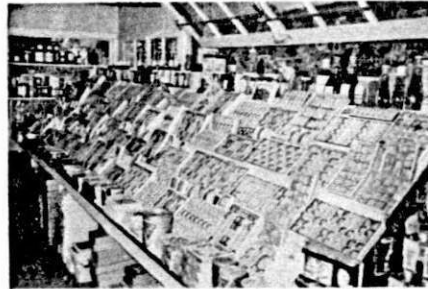
SELLING AIDS

Oftentimes we hear people say, "Maple products just don't sell in my store." Investigation quickly tells us why. Just because maple falls into a group we call slow moving items they are given a "back seat" and are hidden by other merchandise, or placed in positions not readily seen by customers.

In Mr. Russell's study of maple sales in Vermont only one outlet showed the product to advantage, that is, in large amounts and prominently. It is significant that this outlet also showed the greatest

maple movement. Most displays observed had one or several drawbacks.

Too small No prices
Scattered Product Old Products
Dirty Products Cluttered Display



Maple Display - Division of Markets, Vermont Department of Agriculture.

It is hoped that a suitable display rack will soon be available to properly show and invitingly sell maple products.

Nearly all successful retailers claim that mass display is most effective. If you must show just a few boxes of one item, display them side by side, not in one stack. Do not have a display so "perfect" that consumers will hesitate to remove a package.

Locate maple products so all items will be visited by customers. Not all products can garner the best sales spot, so something extra, in the background (be it a stuffed owl, an educational poster or a beautiful begonia plant) is needed as well as an easy circling route to coax the customer around the bend to visit the entire display.

Check the viewing level. Every means from pegboards with shelf fixtures, where space is limited, to Woolworth type flat tables prove effective provided that the product is easy to see and easy to pick up. Displays below waist high are often wasted and just catch dust unless the upper shelves or counter are slanted back from the lower one which contains only large items. Retail stores and motels triple sales with counter displays. The ideal location for a small display is near the cash register.

Where possible, flavor sampling by the customer is very effective and assures the customer of getting the grade his taste prefers. (Where

more than one grade is stocked.) Increased sales and more satisfied customers are reported by outlets that have adopted the practice of offering "tastes." Small paper cups (souffle cups) can be purchased for this purpose.

COMPLAINTS

One of the most difficult problems for the small business is the handling of complaints. The ideal goal of any business is, of course, not to have any complaints. Since this is impossible, holding them to a minimum should be a prime objective.

GEE, THEY SENT ME A WHOLE NEW CAN AND WE MANAGED TO SALVAGE HALF OF THE LEAKING ONE!



Complaint handling is the acid test of your business "personality." The way complaints are handled has a definite effect on your business reputation and hence, also, on profits.

The method of handling complaints should be planned in advance.

What is your attitude toward complaints? Are they accepted gracefully or are they resented? Your attitude is bound to be recognized by the customer. If the attitude is one of resentment the results are bound to be bad, regardless of settlement made.

Where the complaint is a legitimate one the seller has an obligation to correct it and should be glad to do so. Even when the complaint is not justifiable you should consider the customer's feelings and act accordingly, remembering that you are building a reputation. A satisfied customer becomes a booster of your business, bringing other customers to you.



THE *NEW* WAY TO COLLECT SAP!

Hundreds of syrup makers are now using SAP-SAKS. The SAP-SAK has been on the market for three seasons and in some states has outsold all other sap collectors combined! And we sold more for the 1968 season than ever sold before. This proves that users like them. We think you will, too.

Ultra violet color was introduced this season, allowing quick thawing and a new bottom seal corrected any seam leaks. We are trying a heavier bag (6 mil) which is more abrasion and rodent resistant plus other improvements for 1969. We welcome your ideas too.



- SIMPLE STORAGE
- NO WASHING

- **GUARANTEED LEAKPROOF THROWAWAY BAG**
At the end of the season you throw the bag away!
- **EVERY UNIT COVERED**
Cover lasts indefinitely - one time purchase.
- **WORKS WITH ANY SPOUT**
But best with hookless cast spout.

(Patented in the U.S.A. and Canada)

TRIAL KIT OFFER

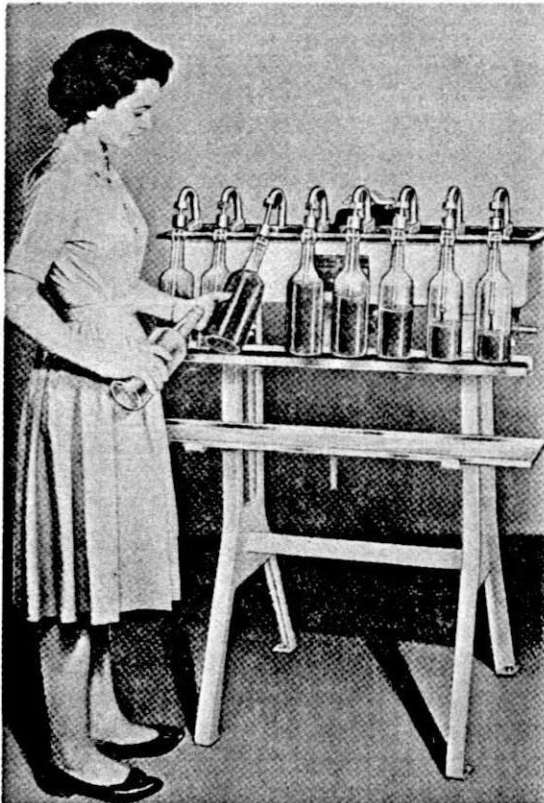
25 COMPLETE UNITS
(NO SPOUTS)

For cast spouts add \$3.50



- SAMPLE UNIT COMPLETE (inc. spout, postpaid) \$1.25
 - COMPLETE UNITS (no spouts, per 100) 69.00
 - SPOUTS (cast aluminum, per 100) 14.00
 - COVER-HOLDERS ONLY (per 100) 65.00
 - SAP-SAKS ONLY (per 100) 7.00
 - * TOGETHER-PUTTER (floor model) 25.00
 - * FREE with purchase of 1000 complete SAP-SAK units.
- (Order from your dealer or write direct)

NEW! NEW!



Are you looking for a fast, simple yet economical way to bottle or can syrup? This rugged SIPHON-FILLER needs no electricity, is very accurate and is priced a low \$395.00, plus your choice of filling tubes at \$35.00 each.

SEND FOR OUR FREE CATALOG
It lists just about everything for the syrup maker and packer.



REYNOLDS SUGAR BUSH INC.
ANIWA, WIS. 54408

TELEPHONE AREA CODE 715 449-2680

8TH ANNUAL MEETING National Maple Syrup Council Oct. 4 & 5, 1967

Excerpts from minutes submitted by:
T.A. Peterson, Sec'y-Treas., Madison,
Wisconsin.

The 8th annual meeting was called to order by Chairman Adin Reynolds at 8:45 A.M. at the Yankee Clipper, Belfast, Maine on Oct. 4, 1967. The following ten directors were present on roll call.

Maine - Ted Harding (Athens)
Mass. - Linwood Lesure (Ashfield)
Mich. - Floyd Moore (Ocqueoc)
Minn. - LeRoy Alwin (Mound)
N. Hamp. - Kenneth Bascom (Alstead)
N.Y. - Gordon Brookman (S.Dayton)
Ohio - Ture Johnson (Burton)
Penn. - Edward Curtis (Honesdale)
Vt. - Robt. Coombs (Jacksonville)
Wisc. - Adin Reynolds (Aniwa)

Alternate Directors present:

Mass. - Russell M. Davenport
(Shelburne)
N. Hamp. - Gordon H. Gowen (Alstead)
Ohio - Paul S. Richards (Chardon)
Vt. - Eric Nye (Milton)

Digest Editor:

Lloyd Sipple (Bainbridge, N.Y.)

Associate Members Present:

Edward Ferrand, University Park, Pa.
Raymond Foulds, Burlington, Vt.
Theodore Peterson, Madison, Wis.
Leland D. Schuler, Burton, Ohio
Albert Snow, Jr., Burlington, Vt.
Joseph A. Szymujko, Claremont, N.H.
G. Clyde Underwood, Philadelphia, Pa.
C.O. Willits, Philadelphia, Pa.
Fred Winch, Jr., Ithaca, N.Y.

Guests, Cooperators, and Visitors:

C.E. Basford, Benton Station, Me.
L.M. Beacham, Washington, D.C.
Lewis Bissell, Orono, Me.
H.E. Blaisdell, Oakland, Me.
L.C. Brown, Williston, Vt.
W. Buckland, Jr. Corinna, Me.
M. Caldwell, Me. Dept. Agric.
John Dirkman, Skowhegan, Me.
Gerald Dunn, Augusta, Me.
Linwood Foster, Cornville, Me.
Carter Gibbs, Burlington, Vt.
W.A. Humphreys, Barrie, Ontario
Joseph Lupsha, Augusta, Me.

W. Nicholson, St. Emile de Montcalm,
Quebec

V. Peterson, Concord, N.H.
Stephen Powell, Cedar Grove, Me.
G. Reed, Vermontville, Mich.
H.V. Shute, Montpelier, Vt.
O. Small, Farmington, Me.
Howard S. Taylor, Chagrin Falls, Ohio
W. Voter, Farmington, Me.
C.H. Watts, Richmond, Me.
G.B. Wilder, Norridgewock, Me.
E. Willard, Montpelier, Vt.

(listing of wives attending not available)

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The mayor of Belfast extended greetings to the National Council, indicating this was the first national convention to be held in the city.

Ted Harding welcomed the Council as President of the Maine Maple Association and extended greetings by way of letter from Governor Curtis. Recognition was made of the assistance given by many members of state agencies in arranging for the annual meeting.

Council directors were then recognized from the ten member states. Comment was made that in its 8 years the Council has had perfect attendance at every annual meeting. Associate directors, cooperators, and guests were then recognized.

The minutes of the 1966 annual meeting held in Wisconsin were read by Secretary Peterson and accepted by the Council.

The treasurer's report was given by Peterson. The checkbook balance on hand 10/4/67 was \$595.70 with all ten states having paid their 1966-67 annual dues.

Amendments - Constitution and By-laws

Ture Johnson, committee chairman, reviewed the amended constitution and by-laws as accepted by the Council in 1966 for study and action in 1967 and moved acceptance (Bascom seconded). The amended constitution was accepted without dissent with the change to be noted as follows:

Discussion followed on the practice of delegate certification. Section 2 of

Article III will in the future be adhered to requiring a letter of certification from the state group represented by a Council delegate.

Standards for Maple Syrup and Maple Syrup Blends

Mr. L.M. Beacham (Division of Food Standards and Additives, U.S. Food and Drug Administration, Washington, D.C.) reviewed the 1938 Food and Drug Cosmetic Act which charges the Director to establish realistic minimum identity standards and filling for the consumers' benefit. He noted 375 foods are covered to date.

New standards are envisioned for maple products in about a year, primarily affecting blended syrups. Mention was made of the technical difficulties extant in enforcing established standards. Research is underway in identifying blended syrup components. Although skills in analytical methods are improving it is still not possible to identify components exactly to permit the establishment and enforcement of specific standards.

The procedure followed in establishing new standards was then reviewed. A 60-day review period follows the drafting of a standard before it is printed in the Federal Register. Formal objection can then be made by adversely-affected parties, leading to public hearings after which modifications may be made before acceptance as a standard. A court review provides a final safeguard for all parties involved.

Resolution-N.Y. State Maple Products Association

In discussion following the remarks by Mr. Beacham, Brookman read the New York State Maple Producers Association resolution re. blended syrups and moved its adoption (Lesure seconded).

"Whereas; there are many brands of syrup on the market which infer that they contain maple syrup in quantity and actually contain as little as 2% or less, and

"Whereas; such advertisements capitalize on the Pure Maple reputation, therefore be it

"Resolved: that the Pure Food and Drug Administration of the Department of Health, Education and Welfare require that a minimum of 12% of pure maple syrup or sugars be used in all table syrup blends which advertize using the word "maple" or which infer maple origin by depicting maple scenes."

In answer to Lesure's question about the minimum standard of 15% maple syrup in blends, Beacham indicated this has been an "informal arrangement" in the industry, but without the affect of law, noting the percent of maple has recently slipped badly in blends.

Reynolds read the Wall Street Journ-

al article (June 23, 1967) which reported the reduction of pure maple in the Log Cabin blend marketed by General Foods Corp. - - and even the addition of artificial flavoring.

Coombs noted the Vermont proposed revisions of U.S. Standards for Table Maple Syrup Grades. Commenting on the limits of density tolerance for maple syrup (66.5° - 67.8° Brix at 68° F.), Willets suggested they may be too stringent and unrealistic for producers using available hydrometers. Although the raising of the minimum density to 66° Brix (68°F.) was acceptable, he questioned the advisability of establishing an upper density limit. He further noted that the flavor specifications in the table grades were good, however at present it is not possible to detect adulterants which are themselves sucrose sugars. In response to the question by Willets regarding the enforcement of standards, Beacham suggested that although plant inspections can be made, this is not the entire answer. The need for some analytical method is required. Mention was made of the current work of analytical chemists to develop a "flavor profile" to be used in tests. Willets, noting that "flavor" is what we are selling, asked Beacham whether maple table grades including flavor specifications could be legally defended. In answer, Beacham reiterated his early point - - the U.S. Food and Drug Administration is authorized only to establish minimum identity standards for foods. Grade Standards are developed by the Department of Agriculture.

Clarifying the intent of the N.Y. State Maple Producers Association resolution, Sipple declared it was in the use of the word "maple" in advertising when the pure maple was very minimal and being reduced from the traditional 15% by volume. Winch indicated N.Y. producers wanted to restrict the use of the word "maple" to table syrups having at least 12% pure maple by volume. Reynolds suggested there were possible benefits to pure maple producers and sellers in the large-scale, expensive advertising being done by the blending firms. Foulds inquired whether processors could be legally required to place the contents of a blended package on the label. Considering the present and potential use of imitation maple flavoring, Nye suggested that the use of percent (%) pure maple on the label is meaningless. Reynolds inquired to what extent blenders are using "high-flavored" maple syrups and how this would affect the label requirements. Snow asked Beacham whether there might be a parallel in other industries re. the use of artificial flavoring in suggesting some solution for the maple industry. Beacham

cited the ice cream industry as a case in point, where true or imitation vanilla flavoring is used. Standards of identity have been established: (where pure vanilla is used, the ice cream can be labeled vanilla ice cream; (2) where some artificial vanilla flavoring is used, but pure vanilla predominates, the ice cream can be labeled vanilla ice cream with artificial flavored stated underneath; (3) where only artificial vanilla is used, the ice cream is labeled artificially-flavored vanilla ice cream. Beacham suggested that an industry committee would be helpful in the establishment of such standards of identity for maple products. Considering the economics of producing maple syrup for use in blending, Johnson suggested that the matter of syrup supply may well be critical to the problem discussed.

Upon reconvening after lunch the motion to accept the N.Y. resolution was carried by a vote of 8 to 2.

Committee on Maple Standards

Harding moved (Curtis seconded) that the following committee on maple standards be established and charged to report back at the next annual Council meeting: Coombs (Vermont), Brookman (New York), Beacham, and Willets. Motion carried.

National Maple Syrup Digest - Financial Report

Editor Sipple presented the Digest financial report. Balance on hand at beginning of fiscal year \$1495.91. Total receipts during year were \$7758.15 and disbursements were \$8039.73, leaving a balance on hand June 30, 1967 of \$1214.33. Brookman moved (Johnson seconded) adoption of the report. Motion carried.

Tariff Committee Report

Nye noted there will be a 20% reduction per year in Canadian tariffs - starting January 1, 1968. It was suggested that with rising Canadian production costs, even with tariff reductions, the competitive picture between Canadian and U.S. producers may well even-out.

Foulds recalled that the Committee originally asked for an increase in tariffs. What the tariff removal will mean to the Vermont or U.S. maple industry, only time will tell.

Marketing Committee Report

Brookman reported the New York Farm Bureau marketing cooperative has doubled in membership. The Maple division Operations Committee recommended a minimum of 34¢ per pound on bulk fancy syrup before the sap season. However as the 1967 season progressed, the crop forecast fell short and as a result, the wholesale price rose to 38¢ per pound.

The need for good cost of production data was recognized in establishing the recommended bulk syrup prices. A cost-accounting study will be conducted cooperatively with the Marketing Division in New York next spring to provide a more adequate base for pricing. Other states are welcomed to join in the study by providing cost figures for maple operations.

Recognizing that many producers retail syrup at low prices, minimum retail prices were also recommended by the Maple Operations Committee to support the increase in bulk prices.

General Comments - State Delegates

Massachusetts - Lesure commented that he felt the bulk syrup market threatened when the suggested prices were reported by New York, and is apprehensive about the outcome when the Farm Bureau idea crosses state lines.

The labor problem was recognized as critical in the maple industry.

Ohio - Schuler referred to a questionnaire to be used in a study of the farm marketing of maple products.

Michigan - Moore also cited the critical labor problem existing in Michigan.

Minnesota - Alwin noted that this was the first year for Minnesota as a Council member. The Minnesota Association just forming, with 80 members at present.

The 1967 sap season was poor. Syrup prices follow those of Vermont. A bulk market is presently available in the state (General Foods).

Vermont - Coombs reported on a marketing project, under the leadership of Evert Willard, designed for roadside market outlets. A packet of materials prepared was distributed to Council members.

The 1967 season was estimated at 65-70% of normal. Reference was made to an article in the National Geographic magazine (August 1967) including a section on maple production.

New Hampshire - Bascom reported that the State Association has taken over the procurement and supply of syrup cans. Maine - Harding suggested that maple confections should be included in the matter of food identity standards.

Beacham replied that he wouldn't be opposed to including confections but that the original proposal included only syrups. He advised that the Pure Food and Drug authority prevails only for food products in interstate shipment.

National Maple Queen Contest

Johnson reported on the 1967 Queen contest held in Ohio. The New York delegate was chosen from among five state representatives. Approximately \$1200 was spent by Ohio in sponsoring the event. Brookman commented on the promotion value of a National Maple

Cont'd on page 16

Queen contest for the maple industry.

Ohio suggested that another state might assume responsibility for conducting the Queen contest. Although Massachusetts was not warmly receptive to another "queen" program, the following states indicated state queen contests would be held in 1968: New York, Pennsylvania (Somerset Co.), Ohio, Michigan, Maine, Vermont, New Hampshire, and Wisconsin.

The 1968 National Maple Queen contest was left open for individual state consideration.

Maple Investigations - Philadelphia Lab

Dr. Willets reported the increase of \$100,000 in appropriations (other than thru regular appropriation channels) for maple research at Philadelphia as very encouraging. Mention was made of some areas of research underway.

A progress report on the reverse-osmosis project was given. During the past year the laboratory equipment was designed and built for field tests. Some \$15,000 was spent for equipment in addition to the labor involved. The 1968 sap season will be used for gathering operational data. The National Forestry Research Advisory Committee has recommended to the Dept. of Agric. that this project be carried through.

Continued research utilizing ultraviolet germicidal lamps in sap storage was reviewed. It had been assumed that u.v. ray penetration in sap was similar to that in water - about 5 feet. Research results, however, showed that germicidal action fell off sharply below 1 foot from the sap surface. This was found to be due to the deflection of the short rays by sap solids. Satisfactory germicidal action was gained by stirring the sap so as to renew the surface of the stored sap irradiated.

Continued research work is also being done on stirred, non-caking granulated maple sugar for household use.

Harding presented a gift from the State of Maine to Dr. and Mrs. Willets in recognition of the contributions made to the maple industry.

Maple Investigations - Burlington Project

Al Snow discussed the objectives and program of the Burlington (Vt.) maple project carried on by nine research scientists of the U.S. Forest Service. Research projects are designed to bring about reduced costs in the woods and increased sap production. Some 15 research papers are in manuscript form and as many planned as a result of work to date.

Carter Gibbs reported on the current status of the sweet tree program. From the 1962-66 field tests, 236 sweet trees were tentatively selected and then further screened to 26 trees, with 28 others

held in reserve. A breeding program is to follow for seed production. Out-plantings using nursery stock raised from the seed will later be tested for sweetness, growth rate, and other characteristics.

Gibbs also reported on the sap production project. Studies of the cambial damage associated with tapping indicate no difference associated with the various kinds of spouts used. Long-term studies are underway to check the effect of fertilization on sap yield and quality, and to establish a "profile" of environmental conditions during the period of sap flow. Another study on sugar bush stand improvement was discussed. The relationship of DBH to crown diameter for open grown trees will be studied to determine the optimum number of trees per acre for a sugarbush. A study involving the use of a vacuum-pump system with plastic tubing has indicated significant yield gains. Using a gear-type, 1" pump and 6-8# of vacuum, sap was actually pumped from trees, particularly during "weeping flows". A maximum distance of 600 feet between trees and pump was indicated.

General Discussion

(1) Tap-hole pellet

Does the pellet size need to be increased? Possible study needed to make comparative analyses for varying sizes. What is most economical method of inserting tap-hole pellet?

(2) New equipment ideas

Chainsaw tapping attachment available through McCullough. LeSure bucket cover attachment. Spile with provision for pellet placement.

(3) Syrup cans

The long-standing problem of a quality can was discussed. On suggestion of the chairman a resolution was to be drawn up by a committee (Bascom and Moore) re. the can problem and sent to the can companies by the secretary.

Sap Quality Study

Lloyd Sipple reported on a 3-year study re. bacterial-yeast counts during the sap season in sap collected by both bucket and tubing methods and the use of in-line germicidal lamps and/or overhead germicidal lamps over sap storage tanks to maintain low levels of micro-organisms.

SEE: Control of Micro-Organisms in Maple Sap, Maple Syrup Digest, February, 1968.

National Maple Syrup Digest

Chairman Reynolds raised the question of updating the Digest mailing list. Many Midwest producers had indicated to him that they do not receive the Digest. Editor Sipple indicated that the state lists have been recently revised and corrected to conform with the new postal regulations.

LeSure moved (Coombs seconded) that issues be printed in October-December-February-July. Motion carried.

The matter of advertiser influence via the Digest was discussed. The question of how much of the Digest should be devoted to advertisements in relation to printed articles was raised, as well as to what extent a single advertiser should be allowed space. No policy was proposed.

Bob Coombs offered a resolution re. an editorial committee for the Digest to spread the responsibility for Digest content and validity.

"Whereas the task of publishing the National Maple Syrup Digest is a large and burdensome one; and

"Whereas the mechanics of financing, publication, and mailing are enough for one person; therefore, be it

"Resolved that the problems of editorial review should not be the concern solely of the Editor, and instead all technical articles should be reviewed and corrected by an Editorial Committee of at least three qualified persons in the fields of research or teaching prior to publication."

The past hardships of the Editor in even obtaining copy were reviewed. The Directors were urged to submit articles. No action was taken by the Council on the resolution.

Ture Johnson moved (Brookman seconded) that Sipple be retained as Digest Editor. Motion carried.

Membership in Council

Lyn LeSure moved (Curtis seconded) that a study committee be named to review the Constitution and By-laws re. the admittance of Canadian producers to Council membership and that it report back to the Council secretary in time for him to advise Council directors one month in advance of the next annual meeting. Motion carried. The committee named by the Chairman: LeSure, Coombs, Johnson.

Ken Bascom recorded his dissent on admitting non-U.S. producers to full membership, although Associate membership was deemed a possibility.

Lloyd Sipple moved (Moore seconded) that the Council secretary write Ed Lott, Extension Forester, urging that Indiana join the National Council.

Maine Host Acknowledgement

Lyn Lesure moved (motion seconded) that Ted Harding and all associated be acknowledged for their fine work in sponsoring and hosting the 8th National Council meeting. Approved unanimously.

Council Director Lapel Pins

Lloyd Sipple moved (Moore seconded) that Bob Coombs investigate the matter of appropriate lapel pins to be presented to Council directors by the

Council and advise the Council chairman prior to the next annual meeting. Motion passed.

Council Minutes

Bob Coombs moved (Johnson seconded) the adoption of the resolution re. procedures for handling minutes by the secretary. Motion carried.

"Whereas the Minutes of the Meetings of the National Maple Syrup Council are important as a basis for the conduct of maple regulatory and educational programs within Maple states;

"Resolved, that the Minutes of each Meeting of the Council be read back to the Members immediately prior to the adjournment of the Meeting, and approved by the Members; and that copies of the Minutes be sent to the Members within one month of the date of the adjournment."

Past Business

Ture Johnson requested Lesure to check on the present status of the Maple Decline study initiated in Massachusetts.

Ray Foulds asked the secretary about the status of the Council resolution (1966 annual minutes, p. 5) which was to be forwarded to the Chief, U.S. Forest Service re. the inclusion of sugar bush management work on CFM report forms of foresters. It was indicated that this was not forwarded, but would be done.

Election of Council Officers and Associates

The nominating committee composed of Lyn Lesure (chairman), Ed Curtis, and Ted Harding presented the following slate:

Chairman - Ture Johnson
Vice-Chairman - Ed Curtis
Sec'y-Treasurer - Floyd Moore

The following Associate Members were recommended for 3-year terms:

Indiana - Ed Lott,
Massachusetts - John Noyes,
Michigan - Melvin Koelling,
New York - Robert Lamb,
Ohio - Leland Schuler

Ken Bascom moved (Johnson seconded) that the committee report be accepted and that the secretary cast a unanimous ballot. Motion carried.

1968 Annual Council Meeting

Lesure suggested that the annual meeting coincide with the triennial maple meeting at the Philadelphia Laboratory and moved (Brookman seconded) that the Council Chairman decide the time and place for the next annual meeting. Motion carried.

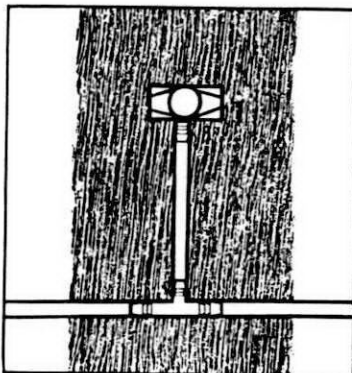
Lesure moved (Brookman seconded) that the annual meeting be adjourned. Motion carried and the meeting adjourned at 3 P.M.

Mapleflo

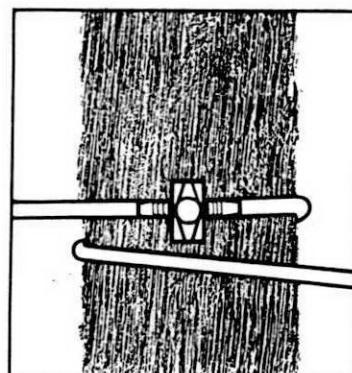
BRAND

SAP GATHERING SYSTEMS

Now install Mapleflo sap gathering systems in any sugar bush even if favourable slopes are not available. New vacuum assist method can be used over level or uneven contours.



regular gravity
flow installation



new vacuum-assisted
installation.

Whichever type of Mapleflo installation suits your bush, you gain in production, in improved product quality and in lower labour costs. The Mapleflo system is easy to install . . . easier still to clean and store after the season.

distributed by:

LEADER EVAPORATOR CO., INC.

St. Albans, Vt.

G. H. GRIMM CO., INC.

Rutland, Vt.

VERNE A. WICKS

Harrisville, N.Y.

or write:

WALTER HUGHES

Box 140

Waterloo, Quebec, Canada

3M MINNESOTA MINING AND MANUFACTURING OF CANADA LIMITED

6637R

SUGAR BUSH MANAGEMENT

by

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Species Characteristics - -

Sugar maple is a tall, long-lived tree, with a dense, spreading crown. It can grow in dense stand conditions, even in moderate shade of other trees, and is able to compete quite well in crowded stands for moisture and nutrients. Because of these growth habits, it is considered to be a very tolerant species.

It is shallow rooted, grows fairly rapidly on moist, well drained soils of medium to high fertility, and is relatively free of disease and insect pests. Its wood is strong, dense, and takes a good polish, so that it is in demand for furniture, flooring, and many specialty products, such as spools, bowling pins, toys, shoe heels and rulers. Its sap contains sugar, averaging 2° to 3° Brix, although some trees may run as high as 11° Brix.

Sugar Bush Management Objectives -

Stands managed as sugar bushes usually differ from those managed for timber production in that there are usually fewer trees per acre, and the large, more open-grown trees have larger crowns and less clear bole length. In general, sugar bush management objectives should include:

1. A stand with as large a number of sugar maple trees per acre as is possible in keeping with their sizes and the desired large long crowns. There should be enough trees of adequate size to have about 150 tapholes per acre. Crown width and crown length should each be equal to one-half the total tree height.

2. A fairly complete crown cover with no large openings in the stand. The edges of the stand should be kept dense to reduce wind movement through the area.

3. A forest floor covered with leaves and humus, but not much brushy undergrowth, weeds or grass.

4. Enough young trees coming along to replace those that die, or are cut because of overmaturity or decadence.

5. No grazing by livestock. Graz-

ing results in compacted soil, and usually considerable damage to tree roots.

6. Easy accessibility.

Sizes and Numbers of Trees - -

Tree size will determine both the number of tapholes per tree and the number of trees needed per acre. The aim should be to obtain approximately 150 tapholes per acre. A simple guide to tree size, tree numbers, and average spacing, generally considered by many sugar bush operators to be the ideal to work toward when starting with a fairly uniform, even-aged stand, is as follows:

Tree dia. at breast height, inches	No. of tapholes per tree	No. of trees per acre for 150 tap holes	Average spacing feet
10	1	150	17 by 17
15	2	75	24 by 24
20	3	50	30 by 30
25 and larger	4	40	33 by 33

If basal area is used as a measure of stand density, approximately 82 square feet per acre would be a well stocked stand with trees averaging 10 inches in diameter at breast height. For the 15-, 20-, and 25-inch groups, the basal area per acre may approach 92, 110 and 135 square feet, respectively.

These guides are applicable if most of the sugar maple trees are in one size group. However, if there is a mixture of tree sizes, such as develops as sugar bushes are managed over a long period, the per acre stand should be about as follows:

Tree diameter at breast height, inches	No. of Trees
10	38
15	18
20	12
25 and larger	10

Total, 78 trees per acre

In such a stand, the basal area per acre in trees 10 inches in diameter and larger may approach 105 square feet under ideal conditions. It must be understood that these guides represent ideal sugar bush conditions, which may be achieved

only after many years of careful stand treatment.

How should the woodlot be treated to achieve sugar bush management objectives? To develop a desirable sugar bush from the usual woodlot conditions may take several years, but the sooner it is started, the sooner it will be accomplished. The procedure will differ somewhat depending on present conditions in the woodlot. Management practices for typical woodlot conditions are outlined in the following recommendations.

Managing a Dense Old or Mature Stand

Not much can be done to increase the crowns of old forest-grown trees. There should be gradual removal of species other than sugar maple, and also the more decadent sugar maple trees, to favor the development of the most promising smaller, young maple trees. The aim is to replace the old trees in the stand with young, more vigorous trees. Usually the trees to be removed can be sold to provide some income from the woodlot while a more productive sugar bush is being developed.

If trees occur in groups, a few of them should be taken out at a time, removing first those that are crowding the best maple trees. Do not make large openings in the stand. If several maples are crowding each other, remove the ones with small crowns and forks or crotches first. A tree with a large acute crotch or fork in the crown is susceptible to wind breakage, and it may lose a large part of its crown if half the crotch breaks off. If a few large overmature sugar maple or other species are removed, the resultant openings will usually provide enough space for new trees to get started.

Young growth of other species should be removed, but the edges of the woodlot should not be thinned for about 25 feet, particularly the south and west edges, to retain as effective a wind barrier as possible. Each young maple tree that is to be kept should be freed of all competition for 12 feet on all sides.

Managing an Old Open or Mature Stand

This condition is common in woodlots where grazing has been permitted. The trees are usually very large, and there are open, grassy areas, with no small trees coming along.

The first and most important step in improving such a sugar bush is to eliminate grazing. If grazing is stopped, usually seedling establishment in the open areas will follow within a year or two, and new trees will be on their way. Perhaps species such as prickly ash and thorn-apple may need to be removed if they have accumulated in the open areas. A few of the old, most defective trees may also need to be cut if they are preventing reproduction from becoming established, because the objective is to get some new trees coming along as quickly as possible.

When the young sugar maple trees in the openings are 8 to 10 feet tall, the best ones should be selected, and all other stems for 12 feet around each selected tree should be cut. The trees which show the best branching should be kept, and those which show acute forking should be eliminated. This is also a good time to test each potential tree for sap sweetness, and those with the sweeter sap should be favored.

As the young trees get larger, some of them should be cut along with some of the old trees to provide the best trees enough room to continue developing properly. The spacing guides listed earlier should be followed.

Managing a Dense Second-Growth Stand

In such a dense stand, perhaps 40 to 60 years old, up to 150 trees per acre which have the best branched crowns and are well spaced should be selected. These individuals should be tested for sap sweetness, and the best trees kept. All other trees should be removed for at least 10 feet on all sides of the selected trees.

Periodic cutting of some trees

should be continued every 5 to 10 years to provide enough growing space for the remaining trees. Some maple seedlings should be allowed to develop for trees needed in the future. The stand edge should be kept dense.

Developing a Planted Sugar Bush

Although past experience has shown that planted sugar maple in open abandoned farm fields grows rather slowly, the possibility of starting a future sugar bush by planting should not be ruled out. New advances in weed control, fertilization and hardwood planting techniques should make plantation establishment much more certain now than in the past and improve growth rates tremendously. The average woods-grown sugar maple reaches tapping size (10 inches in diameter at breast height) in about 60 years. We should be able to do better than that in planted sugar bushes, and all planted trees should be of origins that have demonstrated superior sap production and sap sweetness.

In the meantime, most sugar bushes will continue to be naturally developed stands, with a range of

tree sizes and conditions, and usually also containing a mixture of other species.

SUMMARY

Management practices for most sugar bushes should include the following:

1. Provide enough growing space for each selected tree so that it can develop and maintain a large, long dense crown.

2. Keep only the best sugar maple trees in the stand, which show the desired branching and crown characteristics, and produce the sweetest sap.

3. Keep the edges of the sugar bush dense for about 25 feet, particularly on the south and west edges.

4. Exclude cattle grazing at all times.

5. The large, overmature trees should be harvested for sawlogs before they become completely decadent.

6. Encourage the development of young trees to replace those removed.

7. To achieve points 1, 2, 5 and 6, some cutting will usually be required in the sugar bush every 5 to 10 years.

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RUTLAND COUNTY MAPLE FESTIVAL & TOUR

You won't have to cut into your skiing time next spring to enjoy the thrill of maple and sugaring time in Vermont this year. Maple sugar-makers in Rutland County, Vermont, have lined up the biggest event to hit maple country in a long time. And it will all take place right in the middle of summer vacation time - July 25, 26, and 27.

Three festive days will be centered in the heart of maple county, Rutland. Tours of old sugarhouses, a harvest supper and square dance will start things rolling the first afternoon and evening.

The next day will take you to a modern maple sugarhouse where there will actually be sap boiling. You will see and taste real maple as it is made into candy. Treat your whole family to sugar on snow, a rare, old, Vermont treat. Let your children really tap a maple tree and hang the bucket like their forefathers did many years ago. Let them gather sap and haul it to the sugarhouse with horses.

Treat yourself to a Vermont antique show and handcraft show and sale, a beef barbecue cooked over an open fire, and wind up the whole exciting second day by bidding at the country auction right next to the barbecue tent. This auction will feature one of Vermont's most famous auctioneers, "Bus" Merritt Mars of Pawlet, Vermont.

The third and final day is one that you and your family will long remember. A pancake breakfast with all the fixings will start the day in the brisk, Vermont air. Then it's All Aboard! for a train ride to one of Vermont's most beautiful valleys for a 4-H picnic dinner, swimming, hiking, and games waiting for one and all. Then it's All Aboard! again to return to your cars with three fun-filled days still lingering in your minds.

Inquiries should be made by July 15 to Rutland County Maple Producers, Box 32, Castleton, Vermont 05735.

NEW LABEL REGULATIONS FOR MAPLE PACKAGING

This article was published in the Wisconsin News Letter by T.A. Peterson, Extension Forester, University of Wisconsin, and edited by the Bureau of Weights and Measures, Dept. of Agric. & Mkts., Albany, N.Y.

Editor

For consumer assistance in buying, maple packaging must reflect the changes ordered by Congress in 1966, as interpreted in the Food and Drug Administration code of regulations. These make it easier for the shopper to find net contents, ingredients, and other specific information. As of December 31, 1967 all new packages, new label designs, and labels being reordered must conform to the new regulations. Packages and labels on hand which do not conform to the new code can be used in intrastate sales, but cannot be used in interstate sales after July 1, 1968. This means that maple producers selling products to consumers locally can use-up old packaging stocks. Those producers shipping interstate after July 1 or those reordering containers and labels should make sure these stocks comply with the new code.

1. The common name of the commodity must appear on the front display panel in bold type on lines parallel to the base of the displayed package. In the case of maple syrup, pure may be used in the common name when applicable, but 100% may not be used.

2. The name, address, and zip code of the producer or manufacturer must appear somewhere on the package, but need not be on the front display panel. If the product is sold bulk, the distributor must state name, address, and zip code.

3. The net contents must be declared on the bottom 30% of the front display panel in type on lines parallel to the base of the displayed package.

(a) Type size: when the area of

the label or panel is less than 5 square inches, type not less than 1/16 inch high may be used to declare net contents, not less than 1/8 inch high on a label or panel over 5 but less than 25 square inches; not less than 3/16 inch high on a label or panel over 25 but less than 100 square inches; not less than 1/4 inch high if the label or panel is more than 100 but less than 400 square inches.

(b) The Declaration of net contents on packages one gallon and over requires only one measure. For example, "Net 1 Gallon", "Net 2 1/2 Gallons", etc.

(c) Special regulations apply to consumer packages under one gallon or four pounds in net content.

For maple syrup, net content shall be declared by liquid measure only. Liquid measure and avoirdupois weight should not be mixed as has been customary in the past. Containers of one pint and up to one gallon shall have a dual declaration of quantity. For example, "Net 16 Fl. Oz. (1 Pt.)", "Net 32 Fl. Oz. (1 Qt.)", etc. Containers of less than one pint shall be declared in fluid ounces. For example, "Net 12 Fl. Oz.", "Net 8 Fl. Oz.", etc.

The quantity of maple sugars (maple cream, hard sugar, etc.) should be determined by avoirdupois weight and packages of one pound and up to four pounds are subject to the same dual declarations of quantity as required for liquid measures. For example, "Net Wt. 16 Oz. (1 Lb.)", "Net Wt. 24 Oz. (1 1/2 Lb.)", etc. Packages of four pounds and over require only a single declaration in pounds. Packages under one pound shall be declared in ounces. For example, "Net Wt. 12 Oz.", "Net Wt. 6 Oz.", etc.

Abbreviations for units and certain words are permissible; weight (wt.), fluid (fl.), ounce (oz.), Pound (lb.), gallon (gal.), quart (qt.), pint (pt.).

WISCONSIN WINS NATIONAL MAPLE QUEEN TITLE



1967-68 Wisconsin Maple Queen, Miss Leila Hagen of Washington Island, Wisconsin, and a college student at White-water, Wisconsin, is shown being crowned by Ex-National Queen, Miss Sheila Anderson, of Kennedy, New York. First runner up shown at the left is Miss Marlene Boehmer of Franklinville, New York. The National Maple Queen Contest was held at Vermontville, Michigan (near Lansing) April 26 and 27 with several syrup producing states sending contestants.

(Submitted by Adin Reynolds, Sec.-Treas., Wisc. Maple Council, Aniwa, Wisc.)

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13	14	15			
20	21				

PHILADELPHIA
MAPLE CONFERENCE

ANNUAL MEETING
NATIONAL MAPLE SYRUP COUNCIL

This is the year for the tri-ennial Maple Conference at the Eastern Utilization and Development Branch of the U.S. Dept. of Agriculture in Philadelphia, Penna., more commonly known as the "Philadelphia Lab." We have just received word from Dr. Willits that the conference will be held in the laboratory on Tuesday and Wednesday, October 8 and 9.

The 9th annual meeting of the National Maple Syrup Council will be held Monday, October 7th, the day preceding the conference.

At prior conferences, we have made the Lucky Well Motel our unofficial headquarters and I expect this will be the case again this year (see Lucky Well ad on this page). We

urge you to make your reservations early by writing directly to the motel. You should also notify the laboratory that you expect to attend the conference. The address is:

Dr. C.O. Willits
East. Util. & Dev. Br., U.S.D.A.
600 E. Mermaid Lane
Philadelphia, Pa. 19118

Since this will be Dr. Willits last conference before he retires, I expect there will be an overflow crowd which can be easily handled if the laboratory personnel are aware of it in time. If you wish to travel by plane, rail or bus, transportation from the terminals to the motel or laboratory will be provided pending notification of your intentions. We urge all who can to attend, but send in your reservations early!

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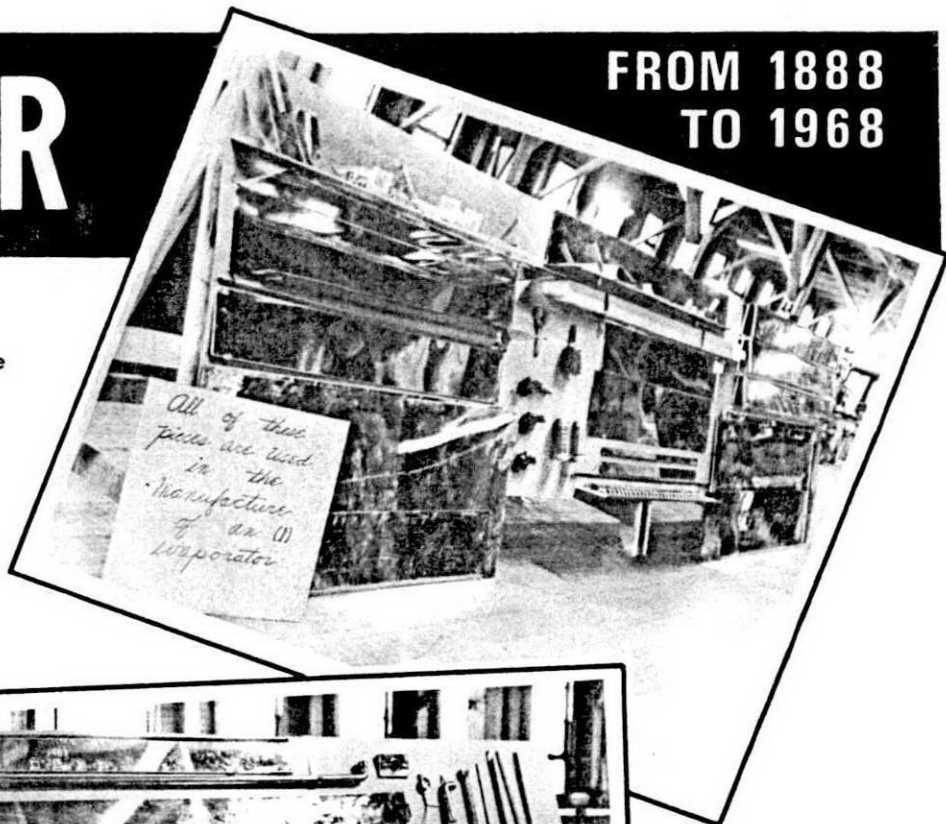
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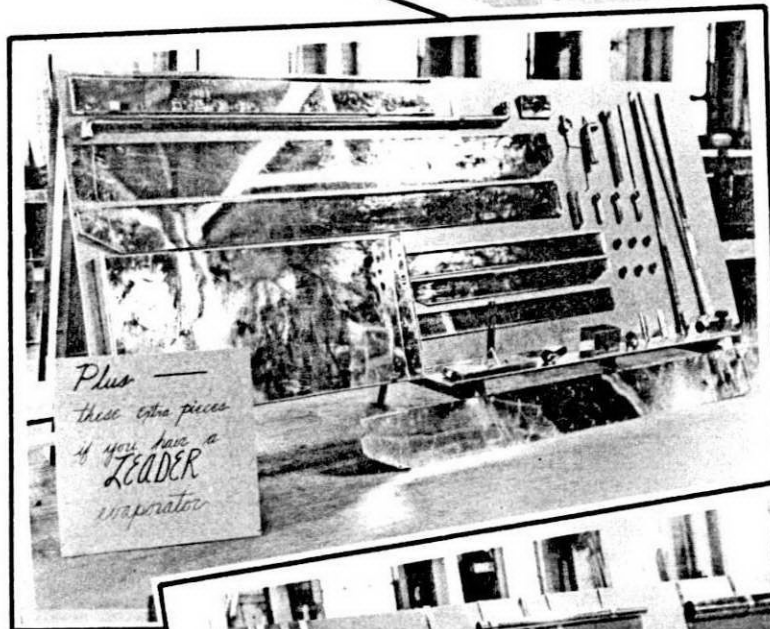
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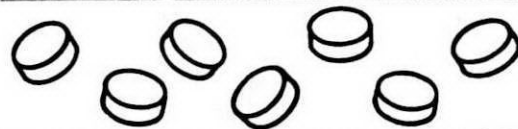
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