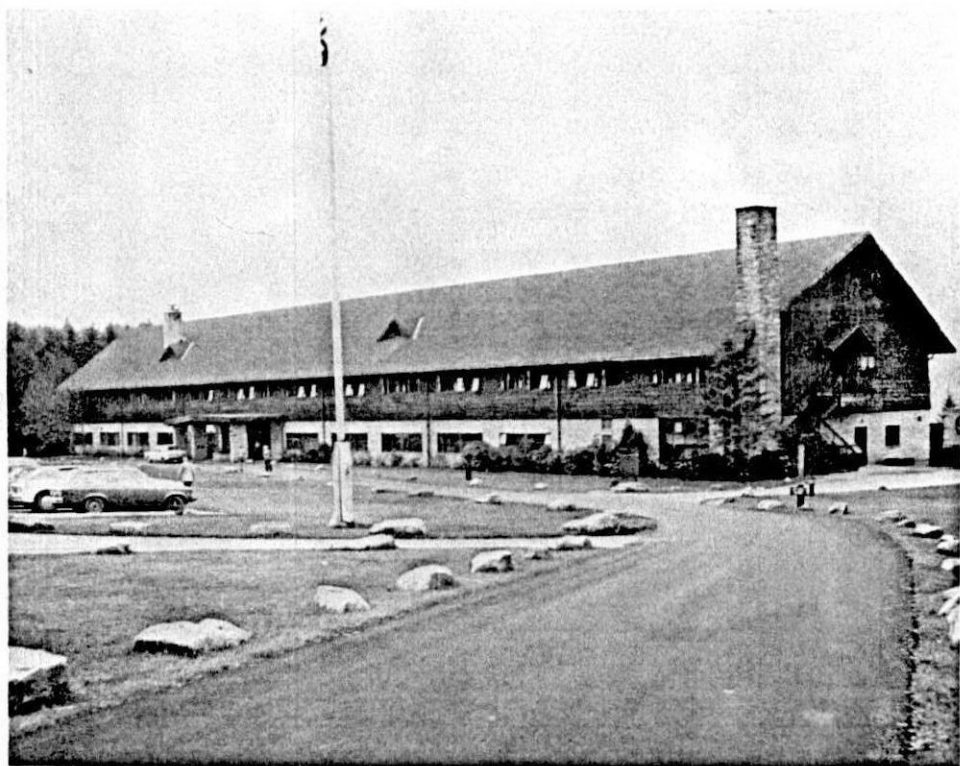


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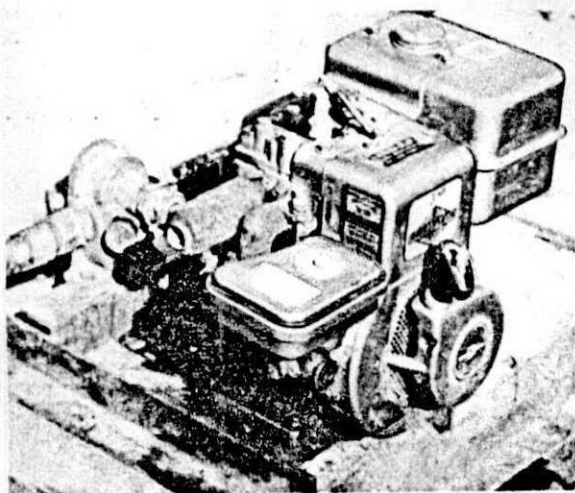


Vol. 15, No. 1

February 1976

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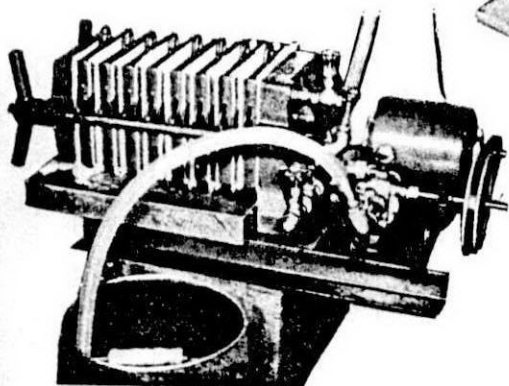


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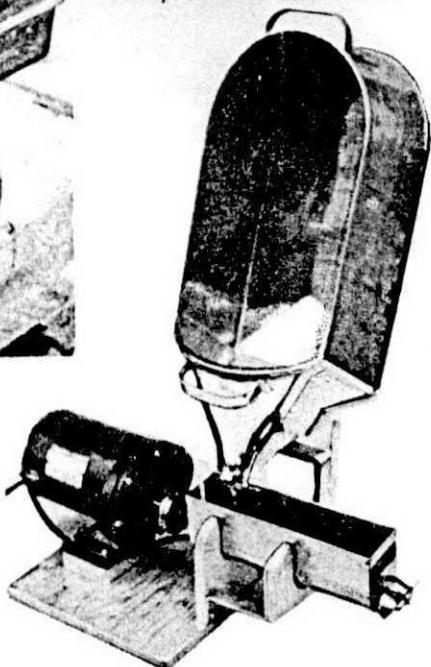
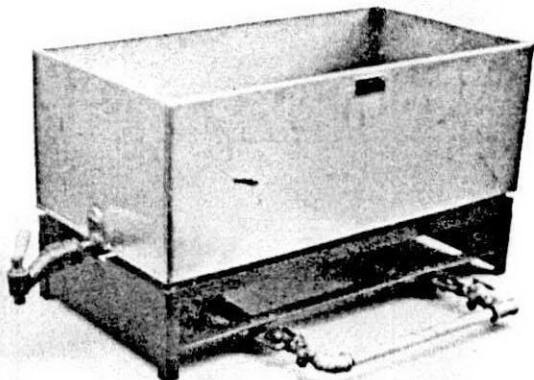


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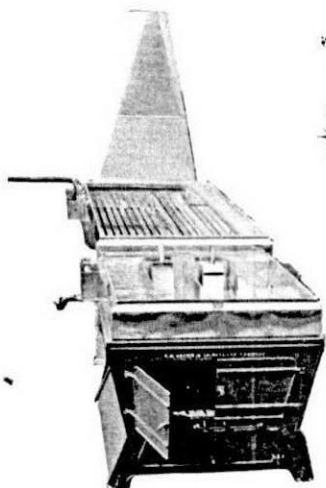
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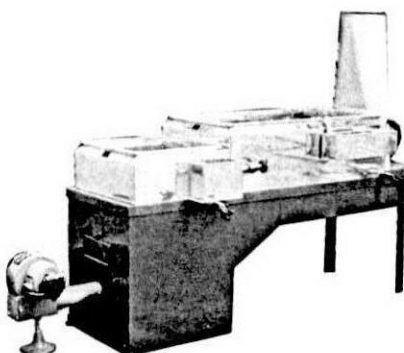
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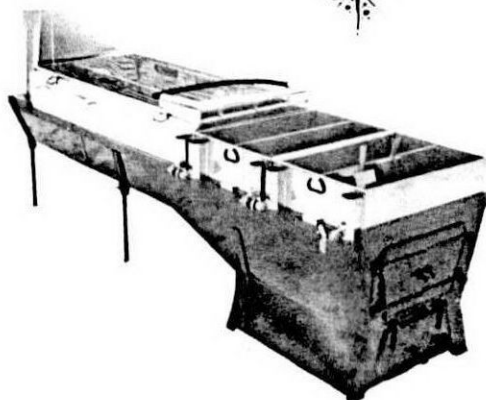
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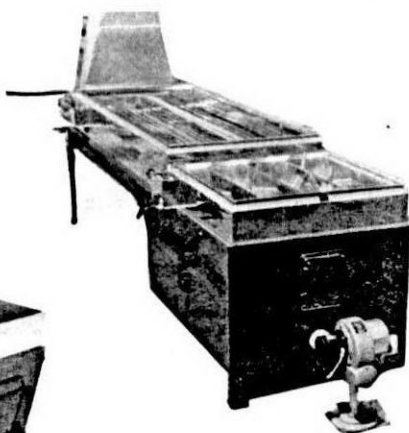
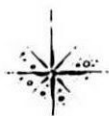
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### COVER PICTURE

Blackwater Falls lodge near  
Davis, West Virginia, where North  
American Maple Syrup Council an-  
nual meeting was held last October.  
See editorial in December, 1975,  
Maple Syrup Digest.

—Photo by Bob Lamb

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# Editorial

It started snowing this morning. One of those nice, quiet snow storms. No wind, dry snow, and since I have no place to go and can toast my feet by the fire and have plenty of dry wood to keep it going, I don't care if we get two feet of it. I know it can be a hazard for those who have to travel or if you get so much you can't even get to the store, but we've usually got enough in the freezer to last a couple of weeks at least and as for traveling—freezing rain is worse, so— I just like snow.

I guess I like winter because I don't have to mow lawn, or weed the garden or paint the barn or do the hundred and one other jobs that have to be

done in the summer. I can't understand the folks who just can't wait to get to Florida every fall. I think you have to have winter to appreciate summer. You certainly wouldn't be able to make much maple syrup if you didn't have a winter each year.

This brings to mind a problem, now that I've got time to think about it, that I don't know how to solve. How do I make the Digest pay its own way? I thought asking for contributions would do it easily, but after 10 years, it apparently isn't the answer. I realize this sounds like a broken record; I've said the same thing several times, but just for fun, let's pretend you're in my place and see how you would like to be faced with the following financial situation: (these are last year's figures)

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leaving \$3,676.67 to be raised by contributions. This should be easy. An average of \$1.00 each from our 6800 readers would be more money than we would know what to do with.

But we didn't get a dollar average. We didn't even get the 54 cents per reader that we needed to break even and 54 cents is pretty cheap for a subscription to anything now-a-days. We received exactly \$3,003.50 which left a deficit of \$673.17. This was paid by the North American Maple Syrup Council and bills to cover it will be sent to the State Associations to cover the loss.

Most of these associations have already sent in a dollar per member. About 1000 individuals sent their donations directly to the Digest. But what happened to the other 3 or 4 thousand who did nothing? I can't believe they refused to contribute intentionally, probably an oversight. But the state associations are getting the short end of the stick. They not only do not get your support as a member but they

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## PLEA FOR HELP

A letter to the editor:

Lansing, Mich.  
January, 1976

Dear Lloyd:

I've thought for many years that the plastic bag, as available from Leader Evaporator Co., has a place in the syrup producer's woods, especially the smaller producer where tubing is not practical nor will ever be used.

But the washing of the bag after the season is a problem. Old Mr. Soule used to say, "Turn them inside out and throw them in a washing machine." I'm pretty darned sure he never tried it himself.

I recall the steam washer for the old farm milk can and seeing them come out the door upside down. You turned them over, put the tops back on and threw them in the truck. Not much hand work and they were clean, sterilized and hot. Why not something like this, or maybe just a simple, home made pressure pump spray cleaner and rinser?

Somewhere in this country there is a producer who has licked this problem and I'll pay for an ad in the Digest to find him. You write it and I'll pay the bill.

Hopefully,  
Bob Huxtable

Editors note:

I thought his letter was as good an ad as I could write so here it is. If anyone has an idea to help solve this problem, please write to:

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# THE OLD SAP BOILERS' ANNUAL REUNION

Editor's Note:—

by REX ALWIN

**This article is long but every word is important or we wouldn't have printed it, so — READ IT!**

During the recent North American Syrup Council meeting at Blackwater Falls, West Virginia there was a decided under-tow of confusion on what is going on within the "Maple-Heirarchy", pertaining especially to the recently formed International Maple Syrup Institute and since then another new organization-apparent, "The Canadian-U. S. Professional Maple Association".

As Chairman of the North American Maple Syrup Council, I cannot help to believe that all three organizations are endeavoring to do the same things which at one time were the implied responsibility of the NAMSC.

To single out the implied purpose of the newly formed IMSI, I would have to say that the IMSI is setting out to accomplish what the NAMSC has been unable to do.

Unable in one sense by the structure of by-laws of its organization which only allows non-profit corporations such as state or provincial producers associations as members and not co-operatives or joint cooperatives. When such an organization attempts to solidify the entire maple industry and by a quirk of its organizational by-laws essentially excludes the single largest

producing province in North America, then there is perhaps a need to restructure its by-laws or form a new organization which better lends itself to the economic needs of the large scale producers; become internationally incorporated, financed, and managed based on a joint venture participation by those that would gain most by their own voluntary interest and financial participation. The endeavors as very clearly outlined in the October 1975 "Digest" are multifold but primarily focused toward marketing and promotion. In essence, by U.S. standards, the IMSI is a large scale international co-operative association similar in structure to the American Dairy Association which is privately funded to promote specific products.

The ISMI is well on its way; with a budget, an executive manager employed by the organization, and a very active board of directors.

One hurdle that looms ahead is, of course, funding their programs which would plague any organization of this magnitude and purpose. An initial effort on behalf of the ISMI was to secure funding by both the Canadian and U. S. Governments being that the maple industry pays taxes in both countries and also employs people from both, there would be a natural

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lightened during the process and in most all cases, the residual "improved" syrup is restored to a typical characteristic maple flavor. Many of us have witnessed the results.

The intent to market the very dark syrups is in my mind controversial; as controversial perhaps as believing that ion exchange would clean up most all off-flavored syrups, or that U. S. or Canadian authorities would accept the improved syrup as a natural product. It requires some vigilance on the part of the maple industry to get the Lab in Philadelphia or others like it, funded to provide the necessary process, technology, and where-withall to get the dark syrup cleaned up. Otherwise the maple industry takes a turnabout and is deteriorating the quality standards it has so long devoted itself to establish.

I believe that most of the commercial market for very dark syrup is gone forever in lieu of artificial substitutes such as "Maplein", etc. which have now been with us so long that they have their own establishment. The existing market is a good one and applies to the high quality, natural food market. It sells at a high price with reasonable profit and has a usually high flavor and color quality.

A more far-fetched future market, as I see it, pertains to maple sugar as a resource and under those circumstances would apply to making pure sucrose (or table sugar) in competition with beet or cane sugar. Maple products are hardly ever sold to compete with the

above, but for any untold reason or circumstance should cane or beet sugar become scarce or of very high cost, then the maple resource could be tapped. Maple is one of our largest untapped resources of natural sugar. The ability to compete would depend on need and a highly developed technology to reduce involved sap gathering and processing costs and efforts. With modern low-energy techniques the processing could be minimized.

Our modern economy becomes so comfortable with existing resources, it fails to prepare for alternate use resources and inadvertently gets caught up in things like the recent "fuel shortage". Whether we have a real shortage yet or not is not the question, the problem is primarily one of public vulnerability.

There is an increasing spirit of optimism within the maple industry and a seemingly more positive outlook on its immediate future. Three or four years ago the outlook was somewhat glum on the part of producers, and the only genuine enthusiasm recognized during a NAMSC meeting was generated by research foresters and their lot over

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their particular projects and devoted interests. New optimism was experienced in the attitudes and conversations of both producers and researchers at the recent NAMSC meeting last October which beacons to a new era in "Maple". Perhaps the turning point is stimulated by a series of reasonably good sap seasons throughout the Northeast, however, the real impact is apparent when one considers that over the past 15 years more research has been conducted in all facets of "Maple" than in all time previous: and to top this, most all maple syrup producers are applying some version of new technology with more than economic success.

Where plastic sap tubing was once a novelty with a hundred problems, it is rapidly becoming commonplace over the sap pail. Where wood firing was once laborious and tedious, oil firing came of age, and now with the higher costs of fuel, energy savings devices such as reverse osmosis are more and more successfully being applied. We are also realizing that most of the heat energy applied to boiling down sap is waste and with newly available heat reclaiming equipment we will reduce this waste and by so doing, reduce costs.

There are always problems and for each one a solution if one spends the thought, time and money. Organizations all have a purpose, but it is redundant for all to be doing the same things, and certainly with the momentum of new developments in "Maple" we can hardly expect to cover the ground during a one or two day "Annual Reunion". The safety valve has popped, so to speak, so what ever we do and where ever we take our efforts or seek our goals, let's all "stick" together . . . with maple syrup.

1776 - 1976

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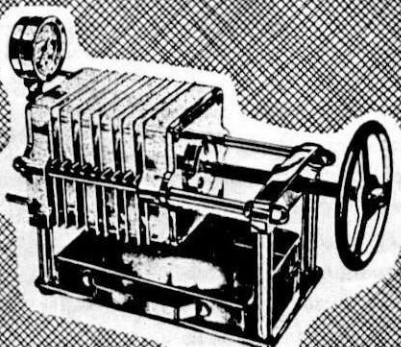
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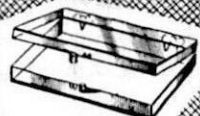


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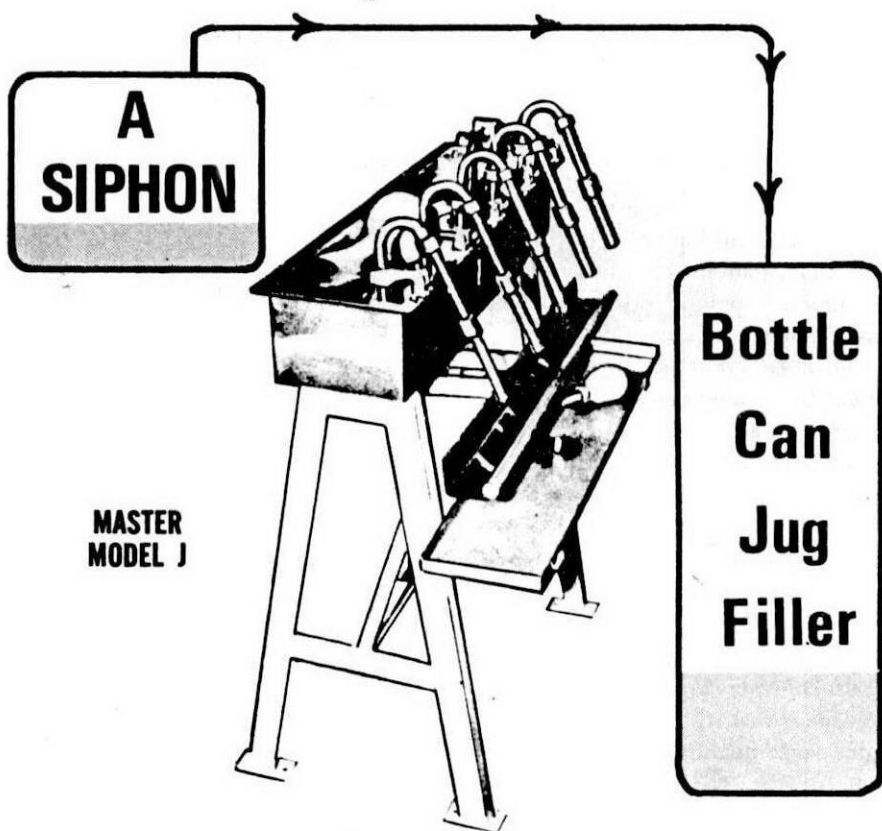


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## MARKETING AND MARKETING RESEARCH IN THE MAPLE PRODUCTS INDUSTRY

— A summary of remarks at the North American Maple Syrup Council Meeting and the Ninth Conference on Maple Products, at Keene, New Hampshire, 21–22 October 1974.

There has been some confusion among syrup producers about what marketing is, what marketing means to the maple industry, and how marketing research fits into the picture. The pieces of the puzzle do fit together.

### Marketing

Marketing is a business operation that focuses on the needs of the final consumer. Marketing involves questions of product policy, pricing, product distribution, and promotion.

In large corporations, decisions about these questions are made by the manager of a marketing department. It is his job to choose the markets to sell in and the marketing techniques to use in those markets to attain his firm's marketing objectives.

The maple syrup industry has traditionally been production-oriented — confident that the product would sell itself. However, most producers today recognize that the market is a two-sided coin: quantity on one side and price on the other. The needs of the consumer determine how price and quantity interact in the market.

Marketing is more art than science. Although marketing does have a scientific base, the marketing managers of large corporations, as well as small maple enterprises, are in decision-making roles. However, science can supply only partial answers to their questions. Yet decisions must still be made, even on the basis of incomplete information

by Paul E. Sendak

Forest Economist, USDA, Forest Service,  
N.E. Forest Experiment Sta., Burlington, Vt.

—and that is an art.

### Marketing Research

Marketing research is the gathering, recording, computing, and analyzing of data about problems relating to the sale and distribution of goods and services. The role of marketing research is to make marketing operations more efficient and profitable by improving the quality of planning and decision-making. Thus marketing research complements the marketing program of the business enterprise.

In a large corporation the whole marketing effort takes place under the same corporate roof, toward common goals. In industries made up of many small firms such as the maple industry, individual firms cannot afford extensive independent marketing activities. As a result, the State agriculture departments and extension services participate to varying degrees in maple marketing activities, and the USDA Forest Service conducts maple marketing research. The marketing effort is fragmented, applied with varying degrees of success, and split between the private and public sectors of the economy.

### A Marketing Program for the Maple Industry

Our maple marketing-research program at the USDA Forest Service's George D. Aiken Sugar Maple Laboratory is run with much more independence than a research group within a corporation. Broad objectives must be

## RODENT DAMAGE

Rodent damage to plastic tubing is one of the major problems maple producers face today. I expect some of you haven't had much trouble yet but most folks have at least had some damage, and if you've had a little, sooner or later, you're bound to have more. When this time comes, I hope I have some answers ready but I've got to have your help.

My ad in the December issue of the Digest brought in less than 100 letters. I usually get more long distance phone calls during a season in regard to rodent damage. I know most producers would rather break an arm than write a letter, but this is important. Any research project stands a better chance of success if it is backed by the producers. To throw any weight in the right place I need at least 500 letters.

So please, send in your letter today requesting research on rodent damage to maple sap tubing and I'll carry the ball from there.

Mail to:                    **ROBERT M. LAMB**  
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assumed for an industry-wide marketing program, because the work must benefit most, if not all, members of the industry. Following are examples of the broad objectives that a marketing program of this type might assume.

1. To expand the number and size of markets for maple products,
2. To increase efficiency in moving maple products from the producer to the consumer,
3. To maintain and standardize the quality of maple products,
4. To communicate directly with consumers to answer their needs.

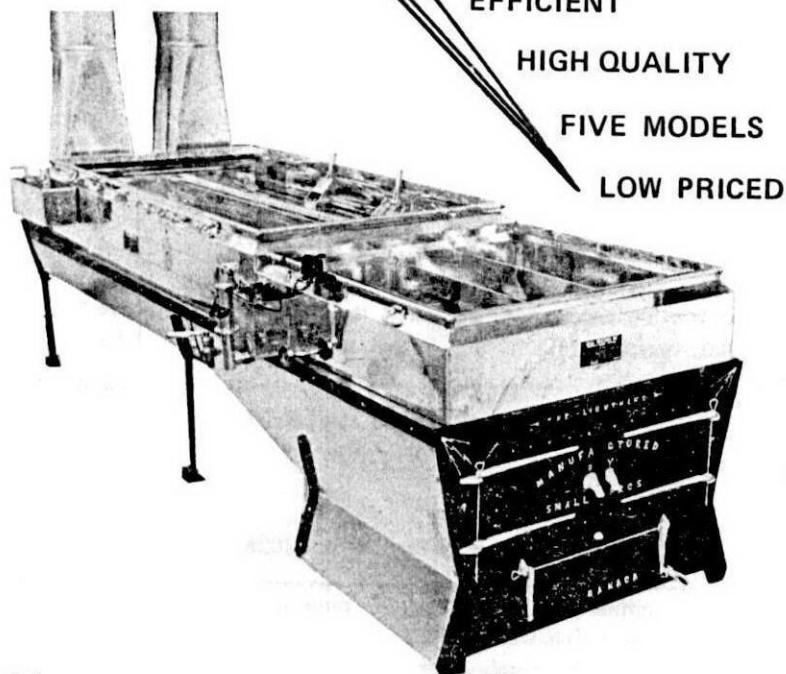
The individual maple producer will set much more specific marketing objectives. Yet policies for the following

nine basic factors should be developed in a maple marketing program, whether it is an industry-wide program or an individual producer's program: product planning, product pricing, product branding, channels of distribution, advertising and promotion, packaging, retail display, servicing product retailers, and physical handling of the product.

The marketing manager must choose among alternative courses of action to attain his marketing objectives in the most efficient manner. It is the role of market research to enable management to make a more intelligent choice than it otherwise could in the absence of the information provided by research.

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✿ MANUFACTURERS OF A COMPLETE LINE OF MAPLE SYRUP SUPPLIES.

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All exact reproductions of an antique syrup jug, made of XT POLYMER, one of the best plastic materials for storing syrup. When empty, cut off screw neck to make an authentic syrup pitcher.

4 sizes now available - 125 milli-liter, 1/2 liter, 1 liter and 2 liter.

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## DURABLE 18 QT. SAP BUCKET

Made from Linear Polyethylene, this container is light in weight and easy to handle. (13 $\frac{1}{4}$ " high and 11 $\frac{1}{4}$ " diameter at the top.)



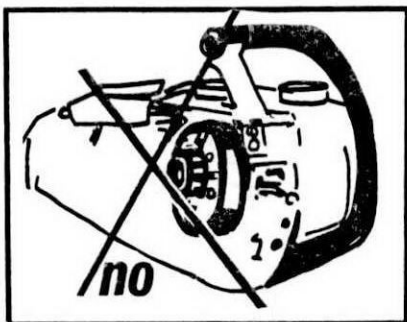
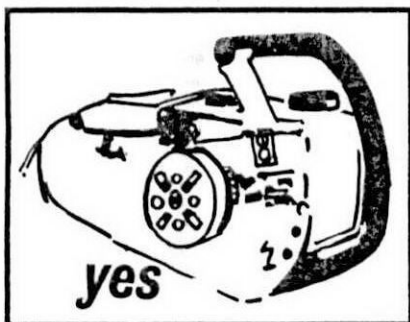
The ability of this container to withstand freezing makes it a truly durable sap bucket. Order it with or without  $\frac{3}{4}$ " diameter hole.



WRITE FOR PRICES

Postpaid Sample: \$2.50

ANDERSON'S SUGAR BUSH  
Route 3  
Cumberland, Wisc. 54829  
Phone: 822-8512 (715)



## **E-Z-Tach** DRILLING ATTACHMENT FOR CHAIN SAWS

### **\*INSTALLING TIME LESS THAN 5 MINUTES**

Remove bar and chain with wrench furnished by the saw manufacturer.

### **\*SPEEDY DRILLING**

Holes from  $\frac{1}{4}$  inch to  $1\frac{1}{2}$  inch can be drilled with ease. Flat speed bits are used and they are ground to cut counter clockwise. A  $1\frac{1}{2}$  inch hole can be drilled in hard wood at about 1 inch per second.

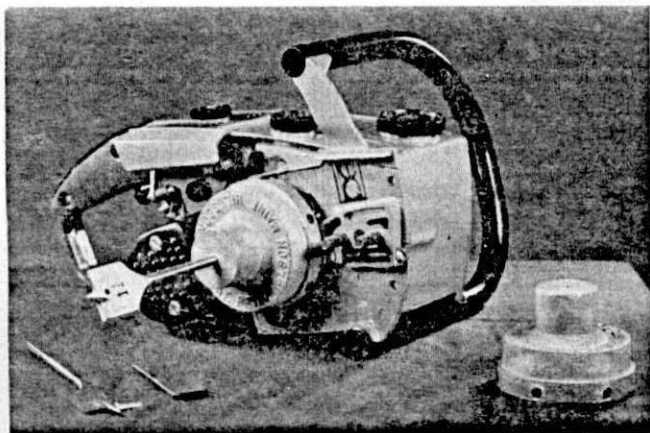
### **\*SAFETY**

Since this attachment is mounted on the outside of the clutch drum, the drill will stop with the motor idle.

### **\*FITS MOST HOMELITE, STIHL, PIONEER, POULAN (LIL JON) McCOLLOCH, PARTNER, ETC.**

We can only fit saws that have the drive-sprocket toward the motor as shown. Be sure to give us make, model, and when possible, the O.D. measurement.

"Tapping the trees is no longer the drawn out job it once used to be. There is now an adapter kit for tapping trees available to chain saw owners and once attached, the sugar maker can tap his trees in half the time. Manufactured by Nelson Maine, Hillsboro N.H., this drilling attachment is mounted on the outside of the clutch drum. As a safety precaution, it stops when the motor is at idle." —Chain Saw Industry & Power Equipment Dealer, Nov-Dec 1973



PRICE

**\$35.00**

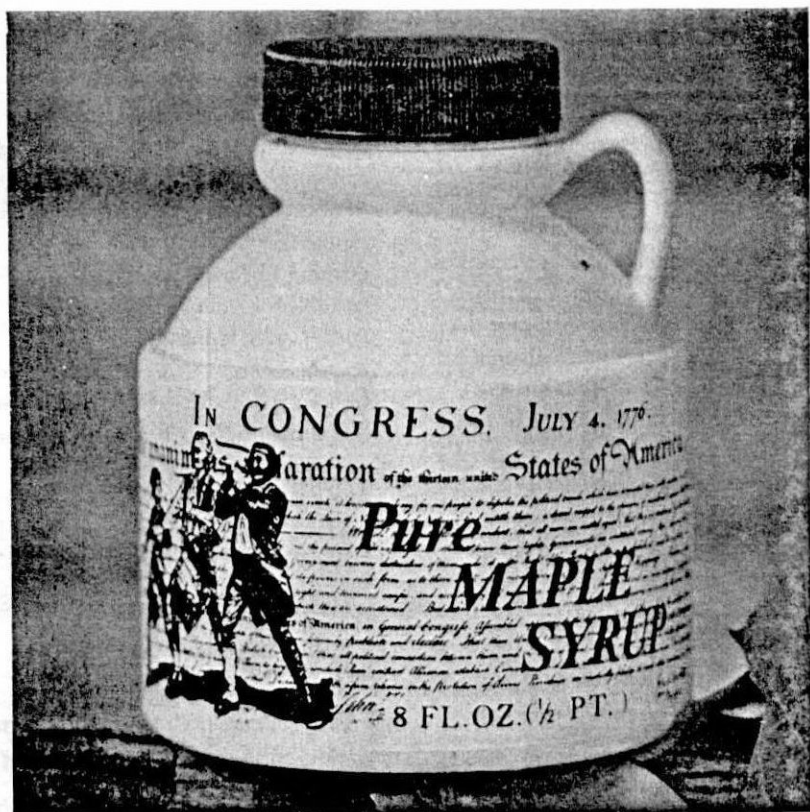
At Your Dealer

\$2.50 for extra bit

SEE YOUR DEALER OR SEND CHECK OR MONEY ORDER FOR \$35.00 TO  
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For Our

# BICENTENNIAL



KRESS Pint, Quart and Half gallon now have the large caps and the same shape as the jug illustrated above.

*Kress Creations, Inc.*

339 Christian Street  
Oxford, Conn. 06483  
Phone (203) 264-9898



## ARCHIE'S SUGARBUSH

Dear Editor,

My wife says I should tell you about our sophisticated operation during the winter of the blue snow. The blue snow winter was so cold and so much snow fell that in the logging operation across the road they cut the trees down twice--once in the winter when the snow was deep and the other time in the spring when every tree produced an additional 16-foot log after the snow melted.

We tapped our trees early that spring. We wanted to be ready for the bi-lateral thaw to produce more syrup. There was a definite shortage of sugar that year for corn squeezings and we hoped to take advantage of the increase price.

The first two runs came off like clockwork because of our synchronized organizational flexibility. The snow was crusted so hard the gathering team stayed on top. We had total transitional time-phase programming to make things run smoothly. We made so much maple syrup with so little effort I was about ready to quit my regular job and

go into making syrup on a full time basis. We used parallel digital projections to establish the necessary mobility.

Then came the thaw. The horses, including the gathering sled, broke through the crust. The dad-burned fools remembered the gathering route of last year so they started out (under the crust, mind you). Well, they went through the entire sugar bush, stopping for 7½ seconds at each sugar tree (the horses were well trained), which is long enough to dump the buckets.

Well, after two days of traveling under the crust from tree to tree with nothing to eat but snowballs, I decided to look for them. I got me a 16' ladder and crawled down to the ground. The responsive third-generation incremental training paid off. The horses came to me immediately. I called to Charlie (my brother's name was Charlie) to toss down several bales of hay for the horses. That night it happened. That

### TAPPING KITS

To fit Homelite chain saws

All 100 series, XL series,  
Super XL, Super 2, EZ and  
EZ Auto.

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McCulloch 10 - 10 series.

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71 N. Main Street  
Franklinville, N. Y. 14737  
Phone: 716-676-3112

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Field Tested, Food Grade  
5/16", 300' Rolls,  
Translucent, Vinyl w/o Stripe!  
over 1,000,000 ft. sold 1975!!!!

NO PRICE INCREASE THIS YEAR!

3 ¢ per ft. : 20,000' and up  
3.5¢ per ft. : 4,500' - 19,800'  
4.5¢ per ft. : up to 4,500'

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Contact: MIKE BERLINER  
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BOX 147  
Argyle, New York 12809 U.S.A.  
Ph: (518) 638-8222



crust dropped 16' to the ground leaving the sap buckets tapped to trees 16' in the air.

The problem was, should we hire aborigines who climb trees without ladders or should we buy 5,000 16' ladders to place one at each tree so we could dump the buckets. We decided to call a meeting. The comparable functional logistical decision was to nail strips of wood to the tree every 16" so the sap gatherer could climb the tree and dump buckets and, you know, that idea really caught on because every farmer boy (and a few city boys too) copied that idea about nailing strips of wood on the tree to get up to their tree houses.

And the blue snow? Well it all melted and turned all our lakes and creeks blue. That's when the composer got the idea of the "*land of the sky blue waters*".

Now this is the truth because if I wanted to exaggerate, I could have said the snow was 18' deep.

-Archie

**SAP BUCKETS FOR SALE:** 1200 15 qt., 1800 10-gal. & 1000 15 gal. Spouts for above, covers for 10 gal. & 15 gal. buckets  
Phone: 716-676-3802 or 716-676-9963.

**WANTED:** Used wood burning evaporator, good condition, in 2'x6' to 3'x10' size range. **WILLIAM D. TUTTON**, 746 Ridge Road, Lansing, N. Y. 14882. 607-533-4160.

**WANTED:** Good Used King Sap Bags. **WILLIAM STEVENTON**, Kennan, Wisconsin 54537.

**FOR SALE:** 1 oil-fired 5x10 Series Evaporator; 1 new Steam Finishing pan w/ hood; 15 & 60 h.p. oil-fired boilers; Truck w/vacuum 1000-gal tank for gathering; 1 3000 gal. plus Stainless Steel storage tank. **JOHN ADAMS**, Star Route, Greene, N. Y. 13778, Ph: 607-656-4058.

## Classified

**MAPLE INDUSTRY CONSULTANT** - Layout and installation of vacuum tubing systems a specialty. Also, feasibility studies and sugarhouse design. References. Available for work anywhere in the maple region. **DAVID R. MARVIN Johnson**, Vermont 05656, 802-635-7483.

Use our beautiful four colored gummed for glass labels. Three sizes imprinted with your name, contents. We are western warehouse for Leader, King, and Vermont evaporators. Leader distributor for past forty years. Most replacement sizes stocked. **SUGAR BUSH SUPPLIES COMPANY**, Box 1107, Lansing, Mich.

**EVAPORATORS** - All Makes - All sizes From 2'x4' up to 6'x20'. Some used in the larger sizes. Some oil fired. We carry a stock of New Pans. **REYNOLDS SUGAR BUSH**, Aniwa, Wis. 54408 Write for our supply catalog. It's free!

**WANTED:** Large wood fired evaporator in good condition. **BUSTER WROBEL**, Smithville Flats, N.Y. - 607-656-8233

5,000 taps - 5,000 Poly Bag Holders  
7 (700) Gal. Tanks - 5x16 Evaporator  
Call **MELVIN NAGEL** at 612-964-2276, - 2266, - 5430 if you are interested.

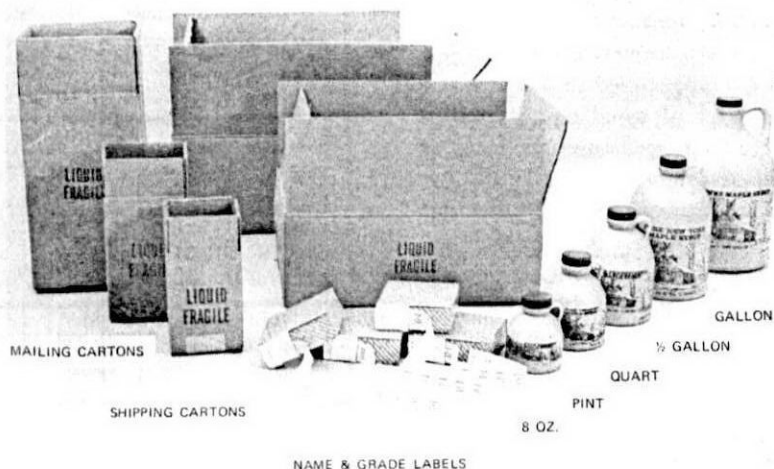
**FOR SALE:** Automatic drawoff, 6v.d.c., 3/4" outlet. Used twice. \$100.00 postpaid **WILLIAM STEVENTON**, Kennan, Wisconsin 54537.

**FOR SALE:** Liquid sugar tanks- two 3000 gal. vertical, one 4000 gal. horizontal. One 3000 gal. stainless steel insulated, horizontal. One 1650 gal. stainless steel lined, insulated oval truck tank 12 ft. long. 500 & 600 gal. stainless steel lined insulated vats. Tubular stainless steel pre-heaters. **PAUL TINKER SALES**, Box 326, Eastwood Sta., Syracuse, NY 13206 PH: 315-476-6750.

**CANADIAN LIGHTNING** Evaporators - In Southern New England. **BOB COOK**, Worthington, Mass. 01098 (413) 238-5827

## HAPPY BIRTHDAY

We are celebrating the 6th birthday of our baby, The Little Brown Maple Jug. In October 1970 we talked about the baby's expected arrival at the National Maple Syrup Council Meeting in Honesdale, Pa. and in January 1971 the quart baby was produced and proudly displayed at Maple Meetings in Massachusetts, New Hampshire and Vermont. During the fall of 1971 the pint and half-gallon were produced and again proudly displayed and by the spring of 1972, these jugs had become a popular trio. Our 4th, the gallon, was produced, with some difficulty, in the fall of 1973 and our youngest, the 8 oz., arrived in the fall of 1974. These babies are very popular and get around a lot. In fact, they have been seen lately in most all of the 50 states.



The Dealers and Associations listed on the following page can supply their customers and members with a complete line of "Bacon Jugs" from 8 oz. to one-gallon — Individual Mailing Cartons for pint, quart, half-gallon and gallon jugs — Shipping Cartons for 12/8 oz., 12/Pint, 12/Quart, 6/Half-gallon and 4 Gallon jugs.

Unbreakable Polyethylene Jugs are printed for Pure New Hampshire, Vermont, New York, Maine, Pennsylvania, Ohio and "all state" Maple Syrup — CUSTOM PRINTING, too.

See your  
dealer  
or write

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JAFFREY CENTER, NEW HAMPSHIRE 03454

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Massachusetts Maple Producers	
c/o Russell Davenport, Shelburne Falls, Ma. 01370	(413) 625-2866
Lesure Farm, Ashfield, Mass. 01330	(413) 628-3268
Clark Brothers, Wells, Vt. 05774	(802) 325-3203
The Dakin Farm, Ferrisburg, Vt. 05456	(802) 877-2936
Harry Jorgensen, W. Woodstock, Vt. 05091	(802) 457-2261
H. W. Leach, Waterville, Vt. 05492	(802) 644-2488
Leader Evaporator Co., St. Albans, Vt. 05478	(802) 524-4966
W. S. Mitchell, Inc., Newport, Vt. 05855	(802) 334-2800
Stuart Newton, R. D. No. 2, St. Albans, Vt. 05478	(802) 524-5620
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Frank Barney, Sherman, N. Y. 14781	(716) 761-6071
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Lansing Burdick, 335 East Rd., Stephentown, N.Y. 12168	(518) 733-5591
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Bill Kent, RD 1, Franklin, N. Y. 13775	(607) 829-8262
Puszczy Brothers, Great Valley, N. Y. 14741	(716) 699-2113
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Potter-Tioga Maple Producers Assn.	(814) 274-8540
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Sugar Bush Supplies	
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Kinney & Hodgkins Maple Supplies, Cumberland Ctr., Me. 04021	(207) 829-5565
Kinney & Hodgkins Maple Supplies, Yarmouth, Me. 04096	(207) 846-4570
Titcomb's Dairy, Farmington, Maine 04938	(207) 778-4959
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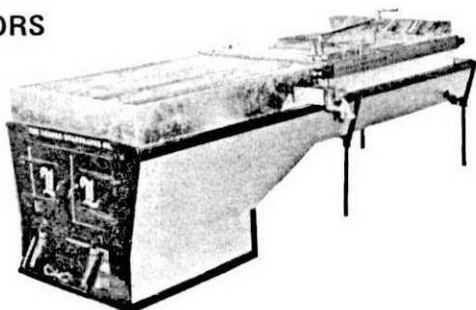
# LEADER EVAPORATOR

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LEADER SPECIAL EVAPORATORS

MONITOR TANKS

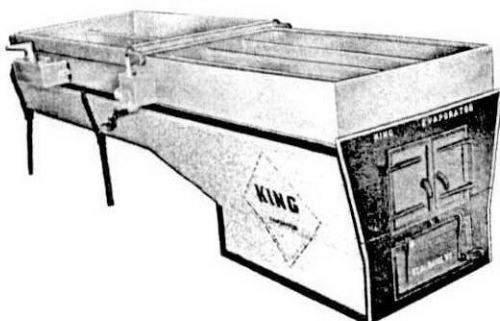
WARNER SPOUTS



KING EVAPORATORS

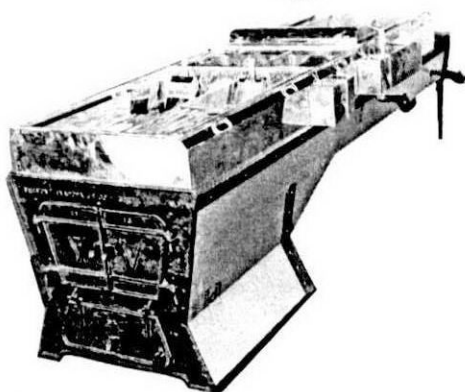
KING TANKS

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VERMONT EVAPORATORS

VERMONT SPOUTS



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We wish to thank our customers for their cooperation during  
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**A**TTENTION AND CARE GIVEN THROUGHOUT ASSEMBLY.

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**L**ONG ESTABLISHED FIRM DEDICATED TO SERVICE

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