

Adulteration

The principal drawbacks to the business at present are the competition of bogus maple syrups and sugars, and the imperfect old-fashioned methods of manufacturing from the real sap of the maple tree. It is only just to the average farmer to say that the first is the far greater evil of the two. There is little encouragement to the farmer to go to the trouble of producing a pure, genuine and clean maple syrup or sugar, which has to come into competition with a fake article, manufactured at much less cost, and greatly inferior in quality, which is allowed to be sold practically under the same name.

To speak of this faked maple syrup and maple sugar as "adulterated" maple syrup or sugar is erroneous. When you put half a pint of milk into a gallon of water, it does not make adulterated milk—it makes adulterated water.

We have before us at this writing an advertisement which reads:—

"MAPLEINE.

"(Maple Flavor)

"This is a strictly high grade maple flavor, made of absolutely "pure materials, and possesses the genuine rich flavor of the maple.

"One ounce of mapleine makes a gallon of delicious syrup. For "manufacturing purposes it is positively unexcelled."

Now, a gallon of molasses with an ounce of "mapleine" in it is not maple syrup—it is *molasses*, and should be sold as molasses; at the price of molasses plus "mapleine." People who are persuaded to buy this concoction under the impression that it is maple syrup are simply swindled. To allow the mixture to be sold under any name, "Maple Compound" or what not, that may lead the purchaser to believe that he is buying a maple tree product, is to allow a fraud upon the public, and to sanction a gross injustice upon the Canadian Farmer who honestly places the genuine article upon the market. A decoction of hickory bark, and other "near maple" substances may deceive the very elect, *but it does not convert juice of the sugar cane into maple sap.*

An Attempt to Protect the Farmer

It may interest you to recall what has already been done in the way of an attempt to protect the producer of maple syrup from this unfair competition, which is ruinous to an industry which naturally belongs exclusively to the limited area we have described, most of which is on Canadian soil, and which if properly guarded by law is capable of great development.