

"known that the great bulk of maple sugar consumed in Canada is produced in the eastern portion of Quebec, about 7,000,000 pounds being produced annually by the county of Beauce alone. It comes from the producer in large ten pound blocks, and, owing to the soil of that section, is of a very dark color, and of too harsh a flavor to appeal to the average taste. It is at this point that the much abused manufacturer steps in, and by scientific refining, blending and packing, produces the article in the wholesome and palatable shape demanded by the public."

It is a little difficult to reconcile this apology for systematic and wholesale adulteration with the same gentleman's admission in his advertising literature that his Maple "Chocolate Creams are made pure Maple Sugar, coated with chocolate" and that his "Genuine Syrup is made from pure Maple Sugar principally from County, P.Q., Canada." His statement that: "It has merited but one exception, all gold and silver medals ever offered in Canada and the highest awards from all quarters of the globe" is easily understood in view of the gold medal story already related.

Not so easy to reconcile with the interview, however, is the statement on the gentleman's syrup tins which sets forth that: "Though maple tree species are grown in the northern states of Europe and America its native home is Canada. Its sap or nectar is in quality, flavor and aroma unequalled in nature and unapproached by art. When reduced by evaporation to syrup or creamed, it becomes the most wholesome and wholesome of all sweets, medicinally it is one of nature's best."

That the gentleman is not bigoted in his practical application of his purity principles, is amusingly shown by the Inland Revenue Reports of June 1905.

One of the gentleman's circulars consists of a very official-looking document:

"EXTRACT FROM OFFICIAL REPORT DATED June 6th
1905, "LABORATORY OF THE INLAND REVENUE
DEPARTMENT, OTTAWA."

"BULLETIN No. 102."

This sets forth the gratifying intelligence that the Government inspectors had found a specimen of the gentleman's sugar at a retail store in Montreal which proved on analysis to be genuine, and a specimen of his syrup at his own establishment which also proved to be genuine. The importance of the discovery is emphasized by the announcement that: "Of the fifty-one Brands of Maple Syrup tested at the Laboratory of Inland Revenue and recorded in Bulletin No. 102 all but two were found to be adulterated."

By a singular omission the gentleman omits to make any reference to the following specimens of his own syrups referred to in Bulletin 102: