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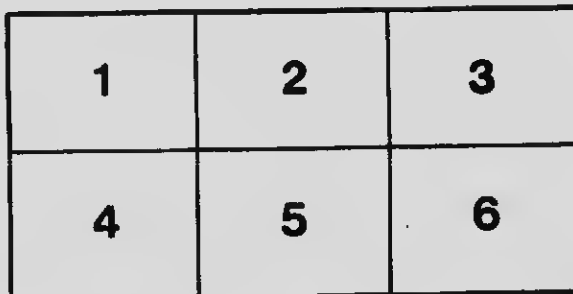
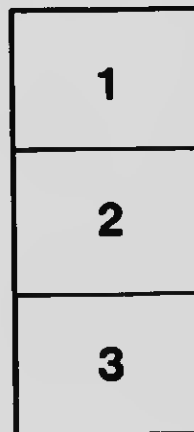
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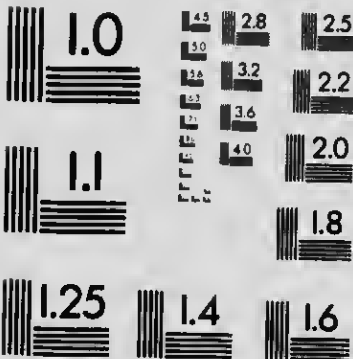
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The Maple Syrup and Maple Sugar Industry

OF CANADA

One of the Most Characteristic *and* Profitable Agricultural
Industries of Eastern Canada Injured by Lax
Adulteration Laws *and* Inadequate
Inspection

American *and* Canadian Law Compared

CONCERTED ACTION BY THE GROWERS
OF PURE MAPLE PRODUCTS NECESSARY



A Suggestion to the Farmers of Ontario,
Quebec *and* the Maritime Provinces

By JOHN H. GRIMM

Feb. 25, 1911

Montreal, Que.

**The
Maple Syrup and Maple
Sugar Industry**

OF CANADA



The Maple Syrup and Sugar Industry of Canada

Value of the Industry

TO THE FARMERS OF EASTERN CANADA:—

According to the Census of 1901 the average annual output of Maple Sugar in Canada approximates 17,804,825 pounds, valued at \$1,780,482. The Dominion supplies over three-sevenths of the world's output of maple syrup and sugar, and the crop could easily be made five or six times as great.

It has long been the policy of the Quebec Government to develop the maple sugar industry which it rightly regards as one of the most characteristic industries of this Province.

In the Settlers' Guide issued by the Crown Lands Department in 1894 it is stated:

"Maple sugar-making, an important industry in this Province, has for some years past been making rapid advances.

"In effect, wherever there is a *Sugary*, and the country is amply provided with them—the abundant sap of the maple tree is made into excellent sugar, sweeter than cane or beet-root sugar.

"We may add that the maple sugar crop, which is everywhere collected at a season when the settler cannot conveniently engage in other work, provides for the hardy Canadian settler and farmer a new source of revenue not to be despised."

It would appear strange at first sight that the sugar bush is not worked for all it is worth. What other industry than a farmer can turn into hard cash within a few days, and with so little labour or investment of capital?

Nature has made the maple sugar industry almost the monopoly of Quebec, Ontario, New Brunswick, Nova Scotia, Vermont, New York, New Hampshire, Pennsylvania and Ohio. In 1901 Quebec produces 13,564,819 pounds, Ontario 3,912,040, New Brunswick 207,450, Nova Scotia 112,496 and the other provinces 20.

All this syrup and sugar represents so much hard labour for the 45,000 Canadian farmers, who take the trouble to tap their trees for a few days once a year. It would represent five times as much if the farmers' interests in the matter were properly protected, and if the farmers appreciated the possibilities of the industry conducted upon *modern methods*.

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.

Seven years ago the pure maple syrup industry was in a very bad condition, and we were asked by many of our customers to do something to prevent the adulteration, which was practised in nearly every large city in Canada, and it is only that but was resorted to by some of the farmers themselves, who felt themselves handicapped by the competition of the adulterated article.

At that time there was probably more "maple syrup" turned out in the city of Montreal than in the best five counties in the Province of Quebec. It was composed largely of the poorest quality of dark, strong, dirty maple sugar, produced principally in the eastern part of the province in the proportion of one pound of this product to seven pounds of cane or beet sugar or muscavado molasses.

The literature was put up in attractive packages and sold as "pure maple syrup" or "pure maple sugar;" some of the manufacturers going so far as to add an offer of \$500 and \$1,000 reward to anybody who could prove adulteration. The offer was a fairly safe one; because it was very difficult at that time to prove by analysis the admixture of cane or beet sugar with maple sugar, and the dirt involved by the old fashioned Indian methods of boiling the sap might be regarded as one of the unavoidable incidents of the manufacture.

We took counsel with our customers, and the result was a petition to the Minister of Agriculture of Canada signed by 3,200 farmers engaged in the maple syrup industry, asking that the Adulteration Act be so amended as to prevent the adulteration of maple products or to have the adulterated articles stamped as such; and to have competent inspectors of maple products appointed not only for the cities and towns but for the country.

The Minister received the delegation which presented the petition sympathetically, but pointed out that as no chemist could take an oath that any sugar analysed was of maple, cane, beet, or any other particular origin, it would be difficult to prove adulteration.

Our impression is that what cannot be done by analysis of the finished article can easily be done by inspection of the process of manufacture. The number of factories engaged in the compounding of bogus maple syrup and maple sugar is not large, although their output is altogether too great for the interests of the country and especially of the farmer and the consumer. It would be a comparatively simple and inexpensive matter for the Government to check or to altogether prevent adulteration at these factories.

An establishment which takes in daily a thousand gallons of molasses, one gallon of maple syrup and sixty pounds of maple flavoring, and turns out over a thousand gallons of "maple syrup" is fairly open to suspicion; and would be none the worse for a little government inspection.

The Present System of Inspection

It is impossible for the present system of inspection by the Inland Revenue Department to have any appreciable effect in checking adulteration or misrepresentation. It consists essentially in the collection of a very limited number of samples of maple sugar and maple syrup in the retail stores for official analysis, the publication of the results of the analysis in Bulletins issued by the department, together with a ludicrously fragmentary and altogether misleading classification of the samples taken by the inspectors as "genuine," "doubtful" or "adulterated." In this connection the expression "genuine" is seriously qualified by adding "judging by our accepted standards."

Let us examine a couple of specimen cases: Bulletin No. 214, dated August 12th, 1910, dealing with the inspection of Maple Syrup, and Bulletin No. 215, dealing with the inspection of Maple Sugar.

No. 214 shows that 138 samples of maple syrup were taken by the inspector in April and May, 1910. Four samples were broken in transit. Of the remainder 117 were declared to be genuine, as judged of course, by the standards; 17 were pronounced adulterated and four doubtful:

No. 215 shows that 138 samples of maple sugar were collected in April and May, 1910; of these 102 are declared genuine, 22 adulterated and 14 doubtful:

Unfortunately the statistics, like the syrup and the sugar, do not stand analysis very well:

For instance, comparing the experience of 1910 with that of four previous years, 1905, 1906, 1907 and 1908 (for some reason 1909 is omitted; perhaps the inspector had had a surfeit of sweets, we come across some astonishing fluctuations in the standard of morals among the vendors and manufacturers:

In March, 1905, 18 per cent. of the syrup samples were genuine, but 55 per cent. of the sugars were all right. By May, 1905, under some potent moral influence, the manufacturers and vendors had bucked up to such an extent that 59 per cent. of the syrup and 83 per cent. of the sugars were pronounced genuine: It was too good to last. By March, 1906, sugar men fell off to 42 per cent. standard of purity; and the syrup men to 26 per cent. By May, 1906, there was a great revival in purity. The syrup men went up to 52 per cent., from that to 77 per cent. in May, 1907, 72 per cent. in February, 1908, 87 per cent. in May, 1908, and 85 per cent. in May, 1910.

The sugar men, not to be outdone, made a splendid spurt in 1906, when they scored 85 per cent. genuine; falling off in May, 1907, to 72 per cent. recovering gallantly in May, 1908, to 87; but falling off again in September, 1910, to 74—finishing eleven per cent. behind the syrup men.

Even more remarkable are the geographical fluctuations in moral standards as shown by last year's bulletins.

In the great metropolitan city of Montreal, only two samples of syrup were taken (fortunately for Montreal's reputation), one was genuine and one was adulterated. But in the District of Victoria, one out of three samples was stigmatized as adulterated, and that came from Montreal. In Nova Scotia only two samples were adulterated and both came from Montreal; they were of two brands, but put up by the same firm. In Prince Edward Island only three samples were adulterated and one of those came from the same Montreal firm. In New Brunswick and Quebec all the syrups were genuine, but none of them came from Montreal. In Ottawa only one sample of syrup was found to be adulterated and that was guaranteed to be not only "pure but of high grade." That too came from Montreal.

In the matter of maple sugar samples, the geographical fluctuations were also remarkable. In Nova Scotia, New Brunswick, Quebec, St. Hyacinthe and Calgary districts, all the samples taken were pronounced genuine. In the district of Montreal all but one were genuine, and that one was pronounced doubtful. In Ottawa three out of four adulterated samples came from Montreal. In Toronto three at least out of the four adulterated samples came from Montreal and probably the fourth. In Windsor all four adulterated samples came from Montreal.

It will be noted that the general practice is for the samples for inspection to be collected during the months of April and May, that is to say just at the time of year when the farmers are placing their new crops of syrup and sugar upon the market. This is the time of year when naturally adulteration is at its lowest level, because the trade is fairly well supplied with pure products. If the collection were made during the fall and winter months when most of the farmers' pack has been consumed, the result would be very different; a very small percentage of pure goods would be found on sale. In illustration and confirmation of this statement we may cite the fact that in 1905 two collections of samples were made by the Inland Revenue Department; one just before, and one just after the crop was harvested. In the first collection only 24.3 per cent. of the samples were found to be genuine. In the second collection made after the new crop had been placed upon the market 63.6 per cent. were found to be genuine.

We cite these figures and institute these comparisons to show that the statistics are absolutely worthless, even for statistical purposes. To collect two samples of maple syrup in a city of over 400,000 people, and attempt to draw any practical inference whatever from their analysis, regarding the purity of the maple syrup supply of the city, is only playing at food inspection.

Another reason why the inspection of Inland Revenue Inspectors is almost entirely barren of practical results is that the detection of fraud and imposture by the Government, carries with it no penalties of any serious consequence to the offenders. Trifling fines may be, and sometimes are, inflicted under the Foods Adulteration Act, but in most cases the punishment consists of the publication of the name of the offender in an official bulletin which is seen by a very few people.

In a bulletin issued by the Department of Agriculture in January, 1907, we find the statement: "For some time past the trade of pure maple sugar and syrup has been seriously interfered with, by the sale of mixtures of maple syrup and sugar, with other sugars or other ingredients, and by making and selling these mixtures as pure maple products. *This is a clear case of adulteration, even though the mixtures contain only harmless or less digestible ingredients.* (The italics are ours). This adulteration in one sense of the word is a legitimate business providing the goods described are plainly marked Compound or Adulterated, or as containing other than the pure maple products, but they must be so marked to clearly indicate to the purchasers just what they are buying."

Another paragraph in the same bulletin reads:

"Until quite recently the only adulteration that could be detected in maple sugar and syrup was that of glucose or artificial flavors. The Department (Inland Revenue) have now, however, discovered other processes by which the presence of cane or beet sugars can be detected."

Technically sugar made from cane, beet root, or maple sap is "cane sugar" or sucrose.

"Glucose," "grape" or "starch" sugar may be made by boiling starch in twice its weight of water, acidulated with one per cent. of sulphuric acid. Its sweetening power is much less than that of cane sugar, one part of cane sugar being equal to $2\frac{1}{2}$ parts of glucose in sweetness. It is not so soluble in water, but in alcohol much more so than cane sugar.

In the old days a good deal of glucose was used in the manufacture of bogus maple syrup and sugar, and much is still used, although the low prices of cane and beet sugars, syrups and molasses in the past few years had made the use of glucose in place of the other adulterants less profitable than formerly.

In 1910, however, the Department of Inland Revenue does not seem to have found its newly discovered methods for detecting adulteration by cane and beet sugar to be altogether satisfactory; for we find Mr. A. McGill, the Chief Analyst, saying: "It is certain that *although many genuine samples of Syrup are of such a character as to admit of their dilution with Cane Sugar Syrup, and still fall within such limits as to pass for genuine,* the great majority of fraudulent samples

"will be clearly indicated while genuine Maple Syrup is quite safe "from being adjudged as other than it is." Unquestionably this shows some progress in the analysis of alleged maple products; but the words we have emphasized show that it falls far short of such a standard as would enable a system of inspection by analysis to afford the public the protection to which they are entitled.

And it must be remembered that the consumer, while not the greatest sufferer by the adulteration of maple products, is more directly cheated and robbed in the operation.

Cane sugar, beet sugar, and glucose may be perfectly wholesome articles of food, but the vendor who sells these things under the pretence that they are the more expensive maple product is just as much a thief as the man who sells oleomargarine, another perfectly wholesome article of food, under the pretence that it is the more expensive article called butter, or who sells water, another perfectly wholesome article of food, under the pretence that he is selling the more expensive article called milk.

The Law in Canada

The Foods Adulteration Act fully recognized this principle. Here are some of its definitions of "adulteration."

"Food shall be deemed to be 'adulterated' within the meaning of "the Act:—

"If any substance has been mixed with it so as to reduce or lower "or injuriously affect its quality or strength."

"If any inferior or cheaper substance has been substituted wholly "or in part for the article;

"If it is an imitation or is sold under the name of another article,

"If its strength or purity falls below the standard, or its constituents are present in quantity not within the limits of variability "fixed by the Governor-in-Council as hereinafter provided."

It is not too much to say that in the greater part of the so-called maple syrup, maple sugar and maple "compounds," manufactured in the big cities; ADULTERATION GOES BEYOND THE STAGE OF ADULTERATION, AND BECOMES VIRTUALLY SUBSTITUTION. The greater part of the stuff turned out in Montreal, and much of it retailed in Montreal, and all the large cities in Canada although not discovered by the government inspectors, was never within miles of a sugar bush.

In most cases, the attempt at deception is obvious. This is thoroughly recognized by the Hon. Sydney Fisher, who in the bulletin of the Department of Agriculture already quoted, says:

"One of the most objectionable features of adulteration lies in "the use of the word maple on labels of the cans. This word is in

"nearly every case found displayed conspicuously, introduced into the labels of all sorts of compounds, with the *apparent intention that the words Maple, Maple Flavored or Some Illustration of the Maple Tree or Bush assures the purity of the goods.*"

This is the essence of the whole fraud, and the fact seems to be as well understood by the Government as by the makers and vendors of pure maple products. The Adulteration Act requires that when any article of food not injurious to health is mixed with any other article of food, it must be distinctly labelled as a mixture in conspicuous characters, forming an inseparable part of the general label, which must also bear the name and addresses of the manufacturer.

Mr. Fisher says that the Inland Revenue Department interprets the meaning of this to be that the mere placing of the word "Compound" or "Adulterated" on the label, in an out-of-the-way place, or on the side or back of the can of syrup or cake of sugar, does not meet the requirements of the law. The word "Compound" or "Adulterated" must be placed on the face of the general label in type corresponding to the size of the type used in printing the word maple on the label, and all such goods not labelled in accordance with this interpretation are liable to the penalties imposed by the "Adulteration of Foods Act."

This is a fair interpretation of the Act, so far as the Act goes, but the Act does not go far enough, and unfortunately the Department does not go far beyond the stage of interpretation in the way of enforcement.

The law regarding the branding of maple compounds should go much further than it now does; and it should be rigorously enforced, *by means of a system of inspection, not so much at the retail stores, as at the factories, where it can be done most effectively and most cheaply.*

The conspicuous use of the word "Maple" or any of its derivatives, such as *Maple Flavor* on cans of "Compound" should be *prohibited; and the use of any of these words on cans containing syrups wholly, or largely composed of substitutes should be forbidden in any shape or form.* If anybody wants to buy and eat cane or beet sugar or molasses, at the price of maple sugar or syrup, by all means let him do it, but do not allow anyone to swindle him by selling him the inferior and cheaper product under the false pretence that it is the better and more expensive one.

Inspection

Then as to the inspection, practically all the raw sugars and syrups used in Canada are imported, and it should be as easy for the Custom House Department to trace it to its destination as it is for it to trace tobacco leaf to a cigar factory. At any rate the bogus maple product factories are not so numerous but they can be easily watched.

Surely this would be a more effective way of checking adulteration in Montreal or elsewhere than to buy two tins of maple syrup and two cakes of maple sugar at four grocers' shops and submit the samples to an imperfect analysis, with a view of finding out whether they come up to a more or less unsatisfactory standard of quality.

The Law Regarding Misbranding in the United States--How it is Enforced

The United States Food and Drugs Act of 1906 is a very effective piece of legislation, and is vigorously and rigorously enforced. Under its provisions seizures are made upon a large scale, and not only are the adulterated goods frequently condemned, but appreciable penalties are imposed.

The best test of a law's effectiveness is to be found in its actual operation as shown by the judgments of the courts. The Board of Food and Drug Inspection, and the judges show little regard for mere technicalities, and apparently have no consideration for obvious subtrefuges and false representations. We give a few of the most interesting and essential points in some decisions given under the Act.

Judgments Rendered in U.S. Courts

On May 6th, 1909, the Supreme Court of the District of Columbia, condemned 147 pails of sugar, which bore no labels whatever, but had been billed and sold as "Vermont Sugar," and which only contained fifty per cent. of maple sugar. The judgment decreed: "That the said 147 pails with contents purporting to be Vermont sugar or maple sugar, be, and they are hereby declared to be misbranded in violation of the Act of Congress approved 30th of June, A. D. 1906, in that the contents of the said pails consist of not more than fifty per cent. of maple sugar and the addition of some other substance, having the appearance, color, and general semblance of the article known as maple or Vermont sugar, and in that the said pails, mislead and deceive the purchaser and the public by containing a product which has the general semblance, color, and apparent condition of maple or Vermont sugar, and the said pails are not so labelled in any wise and bear no mark, brand, or device showing the true character of the substance they contain, and bear no formula or statement notifying the public that the contents of the said pails, are not maple or Vermont sugar, and in that such deliberate *unbranding* and *unlabelling* is a deception within the meaning of the said Act approved June 30th,

"A. D. 1906, of like effect in law by misleading the purchaser, as a "positive misbranding would be by directly misleading the purchaser, "in manner and form as claimed by the said libel."

A law like that in Canada, enforced in the spirit of that judgment, would soon put an end to the sale of bogus maple syrups and sugars in the Dominion.

Under the terms of this judgment, it is not necessary that a man shall actually misbrand a "compound" in order to be held guilty of an offence under the Food and Drugs Act. If he puts upon the market an article which has the general appearance and color of maple sugar and leaves it unbranded, *he is held to be as guilty of misrepresentation as though he had labelled it "Maple Sugar."* This is common sense as well as law. The manufacturer fakes something to look like maple sugar, and which is obviously intended to be sold as maple sugar, but which is not maple sugar. Whether he deceives the public by misbranding or by leaving the mixture unbranded; is a detail which does not affect his intentions nor the effect upon the public.

Perhaps the judgment of greatest interest and importance, as affecting the state of the business as now prevailing in Canada, was that given in the District Court of the United States for the Northern District of Illinois on September 18, 1909, in the case of the United States versus 300 cases of "Mapleine." The allegation of the libel was that the cases "were labelled and branded 'Crescent Mapleine' thereby "representing that it contained a product of the maple tree, whereas "it contained none of such product. The defence pleaded that there "was no misbranding, that the article was a flavoring extract and not a "syrup and was a healthful vegetable product, containing no poisonous "or deleterious substance; that it was much darker than maple syrup "and in no way resembled maple syrup; that Mapleine was a mixture "or compound long known as an article of food under its own distinct- "ive name, and that Mapleine was a trade name registered as a trade- "mark in the United States Patent Office." There were other objections of a technical character with which we are not concerned.

The case came before a jury, and Judge Sanborn, in the course of his address to the gentlemen of the jury, said: "Now, in deciding the "meaning of the word, 'Mapleine,' you are to give it its ordinary and "customary meaning, as understood by the general public, and not any "technical meaning given it by an expert witness. You may consider, "of course, all the testimony of all the witnesses, expert or otherwise, "but the test is what the common run of purchasers would understand "by the word. The important question is whether there was or was "not a misbranding. You will notice how broad the law is in its defini- "tion. If the statement, design, or device in question is false or mis- "leading, not necessarily as a whole, but in any particular, then there "was a misbranding. If from the evidence you find that in any one "point there was a false or misleading statement on the label, taking

"into consideration what I shall state hereafter as to the bottles and the cartons, then there should be a verdict of guilty."

"The purpose of the law is not to protect experts or scientific men alone who know the nature and value of food products, but to protect ordinary people like you and me—people without scientific knowledge or experience."

"Now whether or not it (the label) was false depends a good deal, you see, upon whether it would mislead anybody, whether it would deceive anybody, because this term 'Mapleine' of course is a coined word, and is not in the dictionary. You heard the testimony as to what meaning was given it by the Crescent Manufacturing Company, but that is not the test. The test is what is the general signification of the word, as the ordinary man would understand it? Was it false in any particular, in its true and proper signification. Now its true and proper signification depends upon what the ordinary man would understand from all the facts and circumstances appearing in the evidence. These two things, while they are separated, are yet connected, because here is a term which starts out without any meaning—I mean any settled, or definite, or dictionary meaning. The parties who coin the word give it a meaning, and then they send out the label with the word upon it. Now the question is, Is there anything false in that word, any suggestion of any falsehood in that word, or any suggestion of anything misleading or deceiving in that word?"

The jury returned a verdict of "guilty," and the "Mapleine" was condemned and declared to be forfeited and confiscated.

The Secretary of Agriculture explains that prior to December 4, 1908, an analysis was made in the Bureau of Chemistry of the United States Department of Agriculture of an article of food contained in bottles, labelled and branded, "Mapleine, a vegetable product, producing a flavoring similar to maple. A delicious flavoring for syrups, cakes, candies, bonbons, frosting, ice cream, etc., made by the Crescent Manufacturing Co., Seattle, Wash., and it was found that the article contained no product of the maple tree."

Another suggestive case was the action taken at Colorado Springs in October, 1908, for the confiscation of 296 cases and 93 five gallon cans of syrup marked and branded "Scudders' Full Measure Absolutely Pure Canada Sap Maple, and Pure Sugar Cane Syrup." It was not contended on behalf of the Government that the syrup was not a mixture of pure Canada Sap Maple and pure sugar cane syrup; but it was proven that the cane syrup was greatly in excess of one half of the syrup and consequently the maple syrup much less than one half of the mixture. Therefore the article was condemned as misbranded.

The judgment in this case was evidently upon the same principle as in the Mapleine case; simply that the name was calculated to mislead the ordinary man. Technically one ounce of maple syrup in a

gallon of molasses is a mixture of "pure sap maple and pure sugar cane syrup;" but that is not what the ordinary man thinks he is getting when he buys "Somebody's Absolutely Pure Canada Sap Maple and Pure Sugar Cane Syrup," and pays a price for it that he would never dream of paying for molasses. If there is an obvious intention to mislead the public the United States Government and Courts do not stand much upon technicalities. The very word that is slipped in to qualify the main title of an article and to evade the law is rather regarded as presumptive evidence of bad faith, and an aggravation of the offence of adulteration.

In another case in Georgia in June, 1906 a manufacturing company was fined \$25 and costs, \$214.70, for shipping a mis-branded syrup containing 29.7 per cent of glucose. The labels bore the name of the syrup and the makers in a quadrangular face formed by an arrangement of the words "Georgia Cane" printed in capital letters, represented as being interwoven with cane stalks, and on the opposite side of the cans appeared the words "Best in the World" and "The syrup that made Georgia famous;" and "this package contains 85 per cent. 'pure Georgia cane and fifteen per cent. pure corn syrup, which is 'added to prevent granulation.'" The words "Georgia Cane," "Best in the world" and "The syrup that made Georgia famous" were declared false and misleading.

In March, 1909, in Michigan 20 dozen quarts, 24 gallons, 72 quarts and 10 cases of half pints, labelled "Western Reserve Ohio Blended Maple Syrup" were condemned because the syrup was composed of refined cane sugar and flavored with an extract of maple wood; the words "Blended Maple Syrup" being declared false and misleading and deceptive.

In Denver, Colorado, in July, 1909, 12 quarts of syrup labelled "Cane and Maple Sugar Syrup" were condemned because the words "cane and" were so placed as to be practically invisible.

In every case the one thing essential to conviction was the intention to deceive.

Necessity for Uniform Law for the Maple Sugar Industry

Mr. A. R. Phillips, of Chagrin Falls, Ohio, addressing the twelfth annual meeting of the Vermont Sugar Makers' Association at Montpelier, Vt., in 1905, made an eloquent plea for uniformity of law in connection with the sugar industry. He said:

"I believe that our needs in a legislative way are that we, of all the maple sugar and syrup producing states, should have uniform laws regarding our industry. Why shouldn't we? Our interests are certainly all alike in the matter. Our interests in Ohio are in no way

"different from those same interests in Vermont or Michigan, or New York, or any other states engaged in the industry. And yet no two of these states have laws alike governing this industry, and some of them have no laws at all.

"We need uniform laws in all these states engaged in producing maple sugar and syrup, to regulate and protect the industry within the borders of our own states, and then we need that larger, that federal law, that will reach out and protect our pure products after they have gone beyond the bounds of the state in which they were produced. Isn't this right? Isn't that what we want? Let us then work together to attain that result for 'tis a consummation devoutly to be wished."

"In regard to a uniform law in all maple producing states, I suggest our own Ohio law, that was passed last Spring, as one that would be a model, and a safe one to adopt. We in Ohio are satisfied that we have a law that will stand all constitutional tests, and is adequate to the full and satisfactory protection of our maple industry. It is up to date, and is already showing its efficiency by clearing the shelves of our retailers of all spurious maple goods by depriving them of the use of that one word 'Maple.'"

Now if, as Mr. Phillips so well points out, uniformity of legislation is a good thing for the various States of the American Union, why would it not be a good thing to assimilate Canadian legislation to the best type of American Law? That the American type is upon the whole better than the Canadian is demonstrated by the fact that unlike the Canadian, it is remarkably effective. Of course the effectiveness is largely dependent upon thoroughness of administration; but that also can be largely secured by well-considered legislative provision.

The Ohio law reads as follows:

"That maple sugar, or pure maple sugar, or maple syrup, or pure maple syrup, shall be the unadulterated product produced by the evaporation of pure sap from the maple tree.

"Any person who shall manufacture for sale, offer for sale, or have in his possession with intent to sell, or sell or deliver as and for maple syrup or maple sugar any adulteration of maple syrup or maple sugar as herein defined shall, upon conviction, be punished as provided in section 5 of this Act.

"Any person who shall offer for sale, have in his possession with intent to sell or sell or deliver as and for maple syrup or as and for maple sugar, any articles which do not bear the name and address of the packer and also the state, territory, or county in which the goods were produced, in plain legible type upon the label, shall upon conviction, be punished as provided in section 6 of this Act.

"Any person who shall offer for sale, have in his possession with intent to sell, or sell or deliver any adulteration of maple syrup or maple sugar in any box, can, bottle or other package having the word

'Maple' or any compounding of this word as the name or part of the name of the syrup or sugar or any device or illustration suggestive of maple syrup or sugar or the manufacture thereof, shall upon conviction, be punished as provided in section 6 of this Act.

"Any person who violates any of the provisions of this Act shall be guilty of a misdemeanour and upon conviction shall be fined not less than fifty nor more than two hundred dollars, and shall pay the costs of prosecution."

The Vermont State law has one improvement on this in that it provides that one half of the fine, on conviction shall go to the complainant. This encourages the private initiative of legal proceedings for the protection of the public interest.

The Humors of the Canadian Syrup Trade

There is a joke for you under every pebble on the beach if you will take the trouble to turn it over and if you know a joke when you see one.

Once upon a time a benevolent manufacturer of maple compounds, in the fullness of his heart resolved to give a gold or silver medal annually to two of the leading exhibitors. He decided that the most beneficial form that the endowment could take would be to bestow the medal upon the best collection of syrups, sugars and confections more or less connected with the maple industry *comprised in a certain list*. Although virtue is proverbially its own reward, it is not always its only reward. He happened to be the only manufacturer who produced all the articles mentioned on that list, and consequently he won his own medals year after year. Now he is the proud possessor of several gold medals rather larger than a ten cent piece. Too modest to wear them on state occasions and at social functions he prints pictures of them all, obverse and reverse, on his syrup labels, bearing the suggestive declaration, "The World's Verdict," and with becoming pride he announces that his various brands "have obtained more "Highest awards" than all other brands combined in Canada, Great Britain, Europe and the Orient."

Five years ago a trade paper reported him as remarking that "too much free advice and comment by unqualified parties on the subject of maple syrup, would have a tendency to create undue suspicion and prejudice against maple products generally, in the public mind."

He went on to say: "The facts are that at the demand of the consumer nine tenths of the maple sweets consumed in different forms are consumed only because they are blended with milder flavored sugars, and such will undoubtedly be the case in the future, regardless of how the goods are labelled. This is easily explained when it is

"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 of pure Maple Sugar, coated with chocolate" and that his "Golden Syrup is made from pure Maple Sugar principally from the County, P.Q., Canada." His statement that: "It has merited, but one exception, all gold and silver medals ever offered in London 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 the 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:

One taken in Montreal described by the Government Analyst as "Doubtful"

One taken in Morden, Man., characterizes as "Mixed with foreign sugar."

One taken in Winnipeg stigmatized as "Adult rated with foreign sugar."

One taken in Wolfville, N.S., pronounced: "Adulterated with foreign sugar."

One taken in Rat Portage: "Adulterated with foreign sugar."

The very bulletin issued by the Inland Revenue Department as the one protection of the public against adulteration, are used by the adulterators to prove the alleged purity of their wares.

The names under which some of the syrups are marketed are positively impuring, so repellent are they of the maple bush. In the advertisements we find "Snowshoe," "Imperial," and "Cabinet Maple" Syrups, "Beaver Brand" (registered as a trade mark); "Silver Leaf," "Diamond" and "Shanty" Maple Syrups. With unconscious humour one company advertises that "Cabinet Maple" is the best value on the market. Made from pure maple and cane sugar. The Inland Revenue Department which seems to be deficient in the sense of humour in 1905 collected in various parts of Canada no less than ten samples of "maple syrup" put up by this company and characterized every one of them with reception as "Adulterated with foreign sugar." The collectors failed to find one single sample of pure maple syrup in bulletin No. 12.

As a matter of fact more "maple syrup" is "manufactured" in the city of Montreal and all the other large cities in the Dominion of Canada, than is grown in the whole province of Quebec, and the names of the majority of the manufacturers practically never appear in bulletins of the Inland Revenue Department without their samples being characterized as "Adulterated" and those are the concerns which most strenuously advertise the surpassing purity of their goods.

Dr. W. I. Chamberlain, of Hudson, Ohio, addressing the Eighth Annual Meeting of the Vermont Sugar Makers Association, in 1900, made some interesting remarks on the subject of the "manufacture" as distinguished from the "growth" of maple syrup. He declared that Chicago was "manufacturing" more Maple Syrup than was produced of the pure in all Vermont, which State, by the way, produced nearly half of the real article grown in the United States. He described the Chicago Syrup as made of a little Vermont Maple Sugar and a good deal of glucose and common cane or beet sugar, boiled together with corn cobs, hickory wood, maple chips and various other things to give it the true maple flavor." By way of illustration he said: "Some

twenty-five years ago, I had an order for 100 gallons of maple syrup from Peebles Sons, large grocers in Cincinnati, and as I could not fill the order, I turned it over to my friend, Deacon A. D. Mills, of Hudson. He sent them a sample jug of as handsome, pure, maple syrup as ever was made, even in Vermont, almost as light colored as "Silver drips." Return mail brought this letter in substance: "No, we can't use it. Too light coloured. Adulterated chiefly with white sugar. If you have darker, stronger flavour, *and pure*, we can use it." "Adulterated!" and he a church deacon! Next Sunday after the slanderous letter came, was a warm day, almost hot. His sap buckets filled full of sap and as he was a "church deacon" he would not gather and boil it that day. Monday morning, after visiting his camp, he came into the house, downcast, saying: "Wife, that sap's all sour. I'm going to dump it on the ground. I'd be ashamed to sell such dark and rogy syrup as it would make."

"Don't you dump it" said the shrewd little wife, boil it up into "real maple syrup and send it to Peebles Sons; it will just suit them." Like a sensible man he obeyed his wife, and boiled it up, thick and dark, and almost rogy from its sourness. He sent a gallon of it as a sample and the return mail brought this letter, in substance: "Yes sir, send all you have got of *that* kind of syrup, it's just the real maple flavour."

What is the Remedy ?

One of the first things that ought to be done is to transfer from the Inland Revenue Department to the Department of Agriculture, where it legitimately belongs, the responsibility of protecting the legitimate maple syrup and maple sugar industry.

This would involve no reflection upon the Inland Revenue Department which logically has no more to do with the protection of the maple growers than it has to do with grain inspection. It is first and foremost a farmer's question, and the protection of the farmer naturally appertains to the Minister of Agriculture. The industry is one that requires watching from the moment the sap spout is driven into the maple tree until the finished product is sold and delivered to the consumer.

The Minister of Agriculture and his subordinates ought to be, and no doubt are, more in sympathy, and in closer touch, with the farmer than the officials of any other department. To begin with they may be presumed to have expert knowledge of the maple industry.

In the matter of analysis, it may be quite possible for the two departments to advantageously co-operate; but analysis alone will never protect the farmer from unfair competition, and the public from adulteration, especially upon the petty scale upon which inspection and analysis are now carried on.

The next thing to do is to urge the Government by petition and otherwise to make it illegal to use the word "Maple" or any word suggestive of "Maple" in labelling anything except the pure product of the maple tree—as in the United States. To tolerate in Canada the use of the word "Maple" or any of its derivatives in labelling maple compounds, or alleged maple compounds, is to encourage misrepresentation and fraud. No legitimate purpose can possibly be served by the use of these misleading descriptions and their use is a cruel injustice to the honest farmer.

Farming is as much entitled to protection as any manufacturing industry, and the very least Parliament can do is to protect the farmer against systematic fraud and grossly unfair competition, by men who are also engaged in defrauding the general public.

How You Can Assist

In your own interests and in the interests of maple syrup and sugar manufacturers in general, we would respectfully urge you to bring this important matter to the immediate attention of all your friends and neighbors who are engaged in the maple industry, whether they use the most improved method of production or the most primitive.

You can also greatly assist in bringing about the amendment of the law, by signing the enclosed petition, and obtaining the signatures to it, of all the *bona fide* maple syrup and maple sugar makers in your neighbourhood.

As it is desirable to bring this matter to the attention of the Minister of Agriculture during the present Session of Parliament, you will greatly oblige by returning the petition to us with as many signatures as possible at your earliest convenience, when we will arrange for its presentation at Ottawa by an influential deputation.

Please see that the address of each signer is added to the signature.

If you can make use of any more copies of this pamphlet by distributing them among your neighbours, we shall be glad to supply them on request.

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