

OUR MAPLE SUGAR PRODUCTS

Chronicle-Telegraph Campaign Proves Successful—Sale of Products Should Be Doubled (F.C.)

For a number of years we have been campaigning through the columns of the Chronicle-Telegraph to increase the consumption of Quebec's maple products in order to give the farmer a higher price for these most delectable of all sweetstuffs in the world.

When we entered this field of campaign some ten years ago we found little was known of the edible and nutritive values of the products and in consequence there was little demand for them, such as should exist if they were more widely known in the world's markets.

Trade Shortcomings Discovered

We discovered that these products were being bought up by American interests for industrial purposes, rather than to establish a finer and higher grade quality in order to bring the farmer a better price for his products. We also discovered what appeared to be too great a tendency on the part of those interested in the export of these products to negative any private efforts to improve the quality of the products and obtain the higher price which would be willingly given by the public and thereby increase the annual production. We also discovered that there were a large number of our farmers who owned good maple groves but who had padlocks on their sugar houses and allowed the sap to run to waste, because it did not pay them to produce maple sugar or syrup.

Product Finally Safeguarded

We discovered that there was a prevalent impression created by some of those interested in the industry that the product was too expensive, "the rich man's luxury," to be marketed in any large quantity, to reach our homes in the same way that millions of pounds of manufactured candies find a reception today. We discovered, likewise, that one of the main drawbacks to the desired attempt to increase production and consumption of maple products in the Provinces of Quebec, which produces 69 per cent. of the world's supply, was the fact that the good name of our sugar had been injured by adulteration, because at that time the maple products did not come under the Pure Food Act. We finally discovered some men of similar views to our own who had been working for years to endeavor to attain this object at Ottawa but opposing interests blocked the way. We finally won out at Ottawa.

We realized that it was to the interest of the American buyers to keep the price and quality of the products as low as possible and this was naturally the fly in the ointment.

Paper's Campaign Successful
We then came to the conclusion that

as far as this paper we concerned it would fight for an increased consumption of maple sugar products until the farmer obtained an enhanced price for them and until our factories turned them out in a package that would appeal to the eye, taste and health of the consumer, not only in Canada but throughout the world.

We believe that our campaign has not only met with an immense success but it is now growing so rapidly that our objective will be reached in a very few years.

Quebec's production of maple sugar products should be double what it is today. This would have come much earlier if those interested in the industry had seen and appreciated the value of catering to the retail trade; especially when Quebec holds the unique position of producing 72 per cent. of Canada's production and 69 per cent. of the world production.

End Bulk Export

Our great weakness in the past has been the apparent desire to ship our product by the car load to the United States rather than confine our efforts to advertising it in a manner to make every man, woman and child in Canada and throughout the United States crave for Quebec's delicious maple products.

We discovered years ago that little was known of our maple products throughout the British Isles where we figured an enormous demand could be obtained. During the past few years since we have started in this field the demand has been increasing in leaps and bounds.

For several years we have been urging those interested in the trade to produce maple sugar in small pieces or one mouthful, put up in attractive packages in order to fill a desirable place on the counters of our stores throughout America.

This urge on our part, as is well known to our many readers, during the past few years, was met with opposition which would come most probably from those interested in shipping it out of the Province.

Striking Window Exhibition

To prove this contention, during the past weeks we have carried on an inspection in some American cities and on Saturday last put on an exhibition in our windows here on Buade Street of maple products now selling throughout American retail stores. These are on the lines we have been advocating Quebec manufacturers should follow. In other words, the Americans are now buying our product by the car or train load at a few cents per pound or a small figure per gallon, putting it up in small pieces in handsome packages and selling it at from \$1.00 to \$1.50 per pound. The boxes we are showing were purchased in The Ritz grocery store on Madison Avenue, New York City, last week. In discussing the subject with the storekeeper he said, "Since we have had these maple candies in this form, we have sold more in the last two years than in the previous twenty years."

Modernized Production Essential

There is no way at the moment to find out how much of the Quebec product going across the line at about ten to fifteen cents per pound is being converted into retail packages to sell at from \$1.00 to \$1.50 per pound but we do think that this question is of sufficient importance and interest to our producers and those manufacturing this product in Quebec to give some thought to what is going on and make a greater effort to modernize production in order to create and develop a retail trade that should bring the farmer double what he is receiving to-day and still make the Province of Quebec known throughout the world as being the great producer of the most delicious natural sweetmeat known in any part of the universe. Judging by the samples exhibited in our windows we believe that the secret of success has been hit upon and developed by the enter-

WILD ANIMALS ARE LIKE CHILDREN

(By Captain Jenasco, the famous animal trainer.)

People who believe that wild animals are cruelly treated in order to make them amenable to circus discipline, know very little about the animal mind. Years ago, it was true, cruelty was a common adjunct of circus life, but in those days the percentage of casualties amongst trainers was far higher than it is today. Nowadays, animal trainers know more about animal psychology, with the result that training is directed entirely to making the beast a friend.

My life, since a boy of fifteen, has been spent amongst wild animals, and I have come, I hope, to understand them. When I began, I worked at the establishment of Carl Hagenbeck in Hamburg, in whose warehouse are to be found wild creatures from every part of the globe. We young men first taught to feed and care for the beasts, as a necessary preliminary to understanding them. In addition considerable veterinary knowledge was necessary, for the man who can tend to a sick beast is sure of his friendship.

I learned to "talk" to animals without speaking, and even from a distance of one hundred yards away I have understood when one of my beasts has wished to communicate with me. Soon I discovered, that the worst animals to deal with were not those fresh from the native jungles, but those born of captive parents. This is due to the fact that they have become so used to humans that they have little respect for them, and after several years may revert to their natural state and attack their trainers.

The lion who attacked Johnnie Purchase, the Manchester trainer, two years ago, was born in Brighton, and passed through my hands. I always felt that something of the kind might occur, and I was not surprised when I learned of the fatal attack on his trainer. You are never sure of these beasts; but you can be sure of animals brought from the jungle when about two years old, an age at which they are ripe for successful training.

If you treat animals with the same care and discipline as you would a small child, you are pretty sure that you are on the right lines. A child who is made a great fuss of will have little respect for his elders, and one day will turn round and strike them; so with a lion; but his friendly blow is likely to prove a fatal one.

Extreme care must be taken when lions are near horses, for it is natural

for them to want to attack them. For this reason trainers always familiarise animals with horses, and make a point of taking them frequently into the stables when they are young. Despite this precaution, however, I once figured in a scare where I had the greatest difficulty in keeping well-trained lions away from a team of circus horses, and one can never be really sure that the danger is not near, particularly when the beasts are leaving the ring together.

Of all animals, I select the leopard as the most dangerous, for the simple reason that you can never quite trust him. No matter how long he has been training, or how friendly he has become with his trainer, there is always a danger that he may turn and attack.

I recall a young leopard whom I paroled and led about on a harness with a lead attached and fastened to a long peg, which I could drop into use as soon as he became intractable. The peg was also designed to be pushed into the ground and leave the beast pinioned in case of danger. After some weeks of this, I thought the animal fairly safe; but on the first occasion on which I took him out without the stake he made trouble, and I had to resort again to its use.

There is always a grave danger of trained beasts becoming a peril if they happen to get the taste of human blood; all trainers are aware of this. On one occasion I happened to cut my hand, and bound it up with a handkerchief, and later went into the ring. During the course of the turn, the rough bandage fell off, and instantly my lions were upon it. It was only with the greatest difficulty that I prevented them from attacking me, once they had seen and tasted the few drops of my blood.

A similar incident, with far more serious results, occurred while I was training at a provincial city. On this occasion, two tigers were being transferred to another cage, during the morning's cleaning operations, when the boy who was doing the job was badly scratched by one of them. In a moment both beasts were on him; and he was rescued only after I had scared the beasts with blank cartridges. As it was, thirty-seven stitches were inserted in the wounds.

Of all animals to train, however, I prefer the tiger. Taken young, he is adaptable, and easily the most intelligent of them all. Like all other wild animals, though, treat him with care and kindness and he will work for you faithfully and well.—Home Magazine.

EXAMPLES OF MAGIC IN DEMAND CONSTANTLY

Ice Making, Train Shaking, Spider Web-Spinning and Countless Other Tasks Fall to Their Lot.

HOLLYWOOD, April 13—Almost every picture put into production presents a freshly-perplexing problem for the technical department. It is imperative that every studio have within call a crew of "odd job" men—handy fellows who can rush up at sudden demand and concoct any sort of freakish set or implement the script may demand.

Years ago they used to sniff at the "Jack of all trades." Today he is a big man in Hollywood. All the studio heads call him by his first name, and inquire about the state of his health as they meet around the lots each day. The versatility and practicality of this gentleman, known nowadays by the more flattering term "technician," is worth bundles of money to the studios. As a matter of fact, they couldn't operate without him.

A new "odd job" comes to light during the production of almost every film. Sometimes they are little, bothersome technicalities; occasionally they are big and grave enough to cause long conferences among the executive heads. For instance, no one had ever made a moonbeam down which more than 100 fairies could slide, until Max Reinhardt requested it for his "A Midsummer Night's Dream." The "odd-job" man was stumped on that one for a day or two, but he came through in telling fashion, as every one who saw the picture can attest.

The list of odd jobs is long and amusing. The making of barnacles was an unknown or forgotten art until "Frisco Kid" went into production. An order went through for several hundred of those interesting crustaceans to decorate a waterfront set—and it was quickly filled. The barnacle builder isn't a very busy man, of course. Few of them are used in pictures. It is such things as ice making and wave-starting that calls out all that is best in the odd job man.

A fellow named Robert Martin, for example has no equal as a spinner of cobwebs for pictures. Jack Baker, an expert among icele makers, has developed several new ways of producing them. The old method was to use fibre hair and plaster, shape them with the hands, then nail them in place when the plaster hardened. But the 1936 way looks much icier. Today Baker uses several layers of cellophane in funnel shape, dipped in wax. They look more natural than the plaster fakes, and the new ones can be made to drip wax that look just like water if the lights are focused on them.

A nice bit of odd jobbing has just been turned in by the "Jack of all

NOTICE OF SALE

To the Heirs, Executors, Administrators or Assigns of EDWARD BROWN-RIGG, late of the Parish of Manners-Sutton in the County of York and Province of New Brunswick, Farmer, deceased, and of ISABELLA BROWN-RIGG, his wife, deceased, and to all others whom it may in any wise concern:

Notice is hereby given that under and by virtue of the provisions of "The Property Act" and under and by virtue of the powers contained in a certain Indenture of Mortgage bearing date the twenty-fifth day of February, A. D., 1899, made between Edward Brownrigg of the Parish of Manners-Sutton in the County of York and Province of New Brunswick, Farmer, and Isabella Brownrigg, his wife, of the first part, and Jeremiah H. Barry of the City of Fredericton in the County of York aforesaid, Attorney-at-Law, of the second part, and duly recorded in the York County Records in Book 113, pages 521 to 523 under official number 47850, which said Indenture of Mortgage was duly assigned by the said Jeremiah H. Barry to the undersigned Catherine Brownrigg of the Parish of Manners-Sutton aforesaid, Widow, by an Indenture of Assignment bearing date the twenty-fourth day of December, A. D., 1909, and duly recorded in the York County Records in Book 176, pages 613 to 614 under official number 1742, there was for the purpose of obtaining payment of the moneys secured by the said Indenture of Mortgage, default having been made in the payment of the said moneys contrary to the provisions contained in the said Indenture of Mortgage, be sold at Public Auction in front of the City Hall in the City of Fredericton in the County of York aforesaid, on FRIDAY, the TWENTY-FOURTH DAY of APRIL, A. D., 1936, at the hour of Twelve o'clock noon, the lands and premises mentioned and described in the said Indenture of Mortgage as follows:

"All that certain tract of land and premises situate in the Parish of Manners-Sutton in the County of York and Province of New Brunswick, bounded as follows: on the South by the Fredericton and Saint Andrews Road, on the West by land at present owned by George Tracey, on the North by land granted to me, and on the West by land at present owned by James Calley, originally granted by the Crown to one John Hogan, containing fifty acres more or less; also the other fifty acres of land granted to me as an extension in the rear thereof, in all one hundred acres, being the same lands and premises on which the said Edward Brownrigg now resides."

Together with all and singular the buildings and improvements thereon and the privileges and appurtenances to the same belonging or in any manner appertaining.

Dated this tenth day of March, A. D., 1936.
(Signed) CATHERINE BROWN-RIGG, Assignee and Present Holder of Mortgage.
Charles R. Barry,
Solicitor, Fredericton, N. B.

Home Merchants

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Royal Bakery.

DRUGGISTS:

Kenneth Staples.
Ross Drug Co.

DRY GOODS:

R. L. Black.
Wilby's.
Fred Barnes

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A. H. VanWart & Son

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Clarence Mills.

FARM MACHINERY:

J. Clark & Son.

GROCERS:

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A. E. Eardley.

A. T. Sweed.

M. M. A.

J. F. Timmins.

HABERDASHERS:

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Royal Stores.

HARDWARE:

Royal Stores.

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HOTELS:

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Queen.

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CANADIAN PACIFIC

EASTER WAS THE THEME IN THE CHURCHES SUNDAY

Ministers Dealt With Story of the Cross—Special Music, Anthems and Pageants by Choirs—Large Congregations Despite Unseasonable Weather.

Easter Sunday in the churches yesterday witnesses special sermons from the ministers in the churches, as well as impressive Easter music rendered by the choirs, most of which specialized with Easter musical pageants. Although the weather on Sunday was decidedly inclement there were large congregations at the various churches. Holy Communion was observed in most of the churches. In all the churches Easter flowers were arranged at the front of the church.

At the Christchurch Cathedral His Grace Most Rev. J. A. Richardson preached the morning service as well as celebrating communion. At three o'clock there was a children's service. The morning service was broadcast over Station CFNB. Holy Communion is to be held on Easter Monday morning and also on Tuesday morning. At the Christchurch Parish church there was morning prayer and communion at eleven o'clock. A baptismal service took place at four o'clock. Ven. Archdeacon A. F. Bate conducted the services. In both churches the choir rendered special Easter music.

An Easter pageant, "The Living Christ" featured the services at Wilmet United church on Sunday, this service taking place in the evening, with the minister, Rev. J. W. Bartlett preaching the Easter message in dramatic form. In the morning the service was a special one with the theme being "The Easter Glory." There was reception of new members and an impressive Easter communion service. Easter flowers featured the decorations, being banked around the pulpit and in front of the choir.

His Grace the Archbishop delivered a prize of the Vermont manufacturers who have led the way and we do not see why we cannot interest our own people to follow, if not surpass, these efforts.

St. Dunstan's Church

Rev. Dr. Milligan celebrated High Mass at St. Dunstan's church on Easter Sunday morning and preached an eloquent and appropriate sermon to a large congregation. The music by the choir was under the leadership of Leo F. Cain with Mrs. Hugh O'Neill, Jr., as organist.

The altar was very handsomely decorated with Easter lilies and other spring flowers and ablaze with many candles and presented a magnificent appearance.

At the early morning service many people approached the Communion rail. The evening service also was largely attended and special music was rendered by the choir and appreciated by a number of the congregation.

At St. Andrew's Church

Rev. Dr. W. C. Kierstead was the speaker at St. Andrew's Presbyterian church on Sunday morning in the absence of the regular pastor, Rev. Dr. G. E. Ross. In the evening the service was in the nature of a sacred song service under the direction of Robin C. Bayley, L. T. C. L., organist.

Christchurch Parish Church
At Christchurch Parish Church Ven. Archdeacon A. F. Bate delivered a special sermon. Morning prayer and Holy Communion was celebrated at 11 a.m. At 2.30 o'clock a special children's service was carried out with a baptism service at four o'clock. Large congregations attended all services and Easter music featured.

St. Paul's Church

Easter themes predominated at all the other services at St. Paul's United church featured special sermons by the minister, Rev. George Telford. His sermon subject was "The Inevitable Resurrection." In the evening the choir of the church presented the cantata, "From Olivet to Calvary". His Honour the Lieutenant-Governor Murray MacLaren and family attended the morning service.

Salvation Army
Major and Mrs. C. A. Kimmins were in charge of the services of the Salvation Army on Easter Sunday and Major and Mrs. J. Galway also were present and spoke. An evangelistic service featured the services at the Reformed Baptist church.

It pays to advertise in The Daily Mail.