OUR MAPLE SUGAR PRODUCTS

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

Rer a number of years we have as far as this paper we concerned it imal mind. Years ago, it was true, figured in a scare where I had the been campaigning through the col- would fight for an increased consump- cruelty was a common adjunct of cir- greatest difficulty in keeping well omns of the Chronicle-Telegraph to tion of maple sugar products until cus life, but in those days the per- trained lions away from a team of increase the consumption of Quebec's the farmer obtained an enhanced price centage of casualties amongst train- circus horses, and one can never be maple products in order to give the for them and until our factories turned ers was far higher than it is today. really sure that the danger is not farmer a higher price for these most them out in a package that would Nowadays, animal trainers know near, particularly when the beasts are delectable of all sweetstuffs in the appeal to the eye, taste and health more about animal psychology, with leaving the ring together. world.

When we entered this field of but throughout the world. campaign some ten years ago we We believe that our campaign has demand for them, such as should exist very few years. if they were more widely known in the world's markets.

Trade Shortcomings Discovered

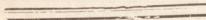
products. We also discovered what ap- per cent. of the world production. peared to be too great a tendency

on the part of those interested in the export of these products to negative any private efforts to improve the been the apparent desire to ship our quality of the products and obtain the product by the car load to the United higher price which would be willingly States rather than confine our efforts given by the public and thereby in- to advertising it in a manner to make crease the annual production. We every man, woman and child in Canowned good maple groves but who products. duce maple sugar or syrup.

prevalent impression created by some ing in leaps and bounds. candies find a reception today. We our stores throughout America. tempt to increase production and con- the past few years, was met with 69 per cent. of the world's supply, shipping it out of the Province. 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 innaturally the fly in the ointment.

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



animal trainer).

Quebec's production of maple sugar Hamburg, in whose warehouse are to attack.

ship.

End Bulk Export Our great weakness in the past has

figured an enormous demand could be obtained. During the past few trainers.

Striking Window Exhibition

inspection in some American cities blow is likely to prove a fatal one. and on Saturday last put on an ex-Buade Street of maple products now selling throughout American retail stores. These are on the lines we have EASTER WAS THE been advocating Quebec manufacturers should follow. In other words, the We realized that it was to the in-terest of the American buyers to duct by the car or train load at a wets as low as possible and this was few cents per pound or a small figure pieces in handsome packages and sell-

The boxes we are showing were purchased in The Ritz grokery store

WILD ANIMALS ARE LIKE CHILDREN

(By Captain Jenascu, the famous for them to want to attack them. For this reason trainers always familiar-

People who believe that wild ani- ise animals with horses, and make a mals are cruelly treated in order to point of taking them frequently into make them amenable to circus dis- the stables when they are young. Decipline, know very little about the an- spite this precaution, however, I once

of the consumer, not only in Canada the result that training is directed Of all animals, I select the leopard

to-day. This would have come much part of the globe. We young men first paroled and led about on a harness script may demand.

have understood when one of my and I had to resort again to its use.

with me. Soon I discovered, that the trained beasts becoming a peril if those fresh from the native jungles, an blood; all trainers are aware of film. Sometimes they are little, bothlarge number of lour framers who crave for Quebec's delicious maple The in the captive parents. this. On one occasion I happened to ersome technicalities; occasionally This is due to the fact that they have cut my hand, and bound it up with a they are big and grave enough to

two years ago, was born in Brighton, drops of my blood.

and passed through my hands. I al-"the rich man's luxury," to be mar- to produce maple sugar in small might occur, and I was not surprised training at a provincial city. On this can attest, keted in any large quantity, to reach pieces of one mouthful, put up in when I learned of the fatal attack on occasion, two tigers were being transwere in any large quantity, to reach attractive packages in order to fill his trainer. You are never sure of ferred to another cage, during the amusing. The making of barnacles

This urge on our part, as is well about two years old, an age at which bacily scratched by one of them. In An order went through for several discovered, likewise, that one of the main drawbacks to the desired at-main drawbacks to the desired at-known to our many readers, during they are ripe for successful training. a moment both beasts were on him; hundred of those interesting crust-sumption of maple products in the probably from those interested in small child, you are pretty sure that ges. As it was, thirty-seven sitches nacle builder isnt a very busy man, o

who is made a great fuss of will Of all animals to train, however, I have little respect for its elders, and prefer the tiger. Taken young, he is ing, train-shaking, initial carving and To prove this contention, during the one day will turn round and strike adaptable, and easily the most intel-

past weeks we have carried on an them; so with a lion; but his friendly ligent of them all. Like all other wild is best in the odd job man. animals, though, treat him with care Extreme care must be taken when and kindness and he will work for you hibition in our windows here on lions are near horses, for it is natural faithfully and well.-Home Magazine.

> a most inspiring Easter sermon on veloped several new ways of produc- grounds in Northern waters, and the Sunday morning. The Evensong ser- ing them. The old method was to use circumstances is regarded as an invice at seven o'clock was a splendid fibre hair and plaster, shape them dication that spring has arrived. one with a large congregation present with the hands, then nail them in also

St. Dunstan's Church

Rev. Dr. Milligan celebrated High cellophane in funnel shape, dipped in Mass at St. Dunstan's cnurch on Eas- wax. They look more natural than the ing it at from \$1,00 to \$1,50 per pound. Ministers Dealt With ter Sunday morning and preached an plaster fakes, and the new ones can eloquent and appropriate sermon to a be made to drip wax that look just Story of the Cross — large congregation. The music by the like water if the lights are focused on Special Music, Anth- choir was under the leadership of Leo the F. Cain with Mrs. Hugh O'Neill, Jr.,



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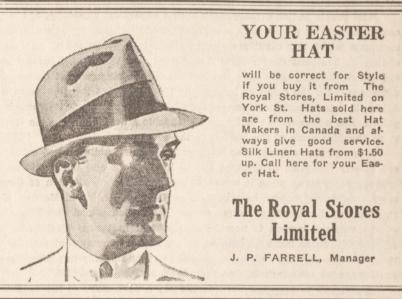
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Madison Avenue, New York City last week. In discussing the subject with the storekeeper he said, "Since we have had these maple candies in this form, we have sold more in the last two years than in the previous twenty years."

Modernized Production Essential

There is no way at the moment to find out how much of the Quebec terday witnesses special sermons from people approached the Communion product going across the line at about the ministers in the churches, as well rail. The evening service also was ten to fifteen cents per pound is be- as impressive Easter music rendered largely attended and special music ing converted into retail packages to by the choirs, most of which special- was rendered by the choir and ap-

but we do think that this question is Although the weather on Sunday was tion. of sufficient importance and interest decidedly inclement there were large to our producers and those manufac- congregations at the various churturing this product in Quebec to give ches. Holy Communion was observed one thought to what is going on and in most of the churches. In all the make a greater effort to modernize churches Easter flowers were arrangproduction in order to create and ed at the front of the church. develop a retail trade that should bring the farmer double what he is receiving to-day and still make the Grace Most Rev. J. A. Richardson song service under the direction of Province of Quebec known through- preached the morning service as well Robin C. Bayley, L. T. C. L., orout the world as being the great pro- as celebrating communion. At three ganist

ducer of the most delicious natural o'clock there was a children's service. sweetmeat known in any part of the The morning service was broadcast universe, Judging by the samples ex- over Station CFNB. Holy Communion Archdeacon A. F. Bate delivered a hibited in our windows we believe is to be held on Easter Monday morn- special sermon. Morning prayer and that the secret of success has been ing and also on Tuesday morning. At Holy Communion was celebrated at hit upon and developed by the enter- the Christchurch Parish church there 11 a.m. At 2.30 o'clock a special chilwas morning prayer and communion dren's service was carried out with a at eleven o'clock. A baptismal ser. baptism service at four o'clock. Large

Archdeacon A. F. Bate conducted the and Easter music featured. services. In both churches the choir rendered special Easter music.

An Easter pageant, "The Living mot United church on Sunday, this ed church featured special sermons by as follows: service taking place in the evening the minister, Rev. George Telford. vice was a special one with the theme cantanta, "From Olivet to Calvary". 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

prise of the Vermont manufacturers who have led the way and we do not Reformed Baptist church. see why we cannot interest our own people to fellow, if not surpass, these efforts.

ems and Pageants by as organist. been turned in by the "jack of all

Choirs-Large Congre- The altar was very hadsomely degations Despite Un- corated with Easter lilies and other spring flowers and ablaze with many candles and presented a magnificent appearance.

Easter Sunday in the churches yes- At the early morning service many sell at from \$1,00 to \$1,50 per pound ized with Easter musical pageants. precited by a number of the congrega-

At St. Andrew's Church

To the Heirs, Executors, Administrat-ors or Assigns of EDWARD BROWN-RIGG, late of the Parish of Manners-Sulton in the County of York and Prov-ince of New Brunswick, Farmer, deceas-ed, and of ISABELLA BROWNRIGG, 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 Pro-perty Act" and under and by virtue of the powers contained in a certain In lenture of Mortgage bearing date the wenty-fifth day of February, A. D., 1899, made between Edward Brownrigg of the Parish of Manners-Sutton in the Dounty of York and Province of New Brunswick, Farmer, and Isabella Brown-igg, his wife, of the first part, and Jer-miah H. Barry of the Sci of York aforesaid, Attorney-at-Law, of the second part, and huly recorded in the York County Re-ords in Book 112, pages 521 to 523 under ificial number 47850, which said Inden-ure of Mortgage was duly assigned by he said Jeremiah H. Barry to the un-tensigned Catherine Brownrigg of the Parish of Manners-Sutton aforesaid, Widow, by an Indenture of Assignment 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 ser-At the Christchurch Cathedral His vice was in the nature of a sacred

Christchurch Parish Church densigned 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 6144 under official number 71742, there will for the purpose of ob-taining payment of the moneys secured by the said Indenture of Mortgage, de-fault having been made in the payment of the said moneys contrary to the provi-sions 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 afore-said, on FRIDAY, the TWENTY-FOURTH DAY of APRIL, A. D., 1936, at the hour of Twelve o'clock moon, the lands and premises mentioned and de-scribed in the said Indenture of Mortgage as follows: At Christchurch Parish Church Ven. vice took place at four o'clock. Ven. congregations attended all services

St. Paul's Church

Easter themes predominated at all Christ" featured the services at Wil the other services at St. Paul's Unita follows: "All that certain tract of land and remises situate in the Parish of Man-res-Sutton in the County aforesaid, bunded as follows: on the South by the rederiston and Saint Andrews Road, on the West by land at present owned by eorge Tracey, on the North by land ranted to me, and on the West by land t present owned by James Cailey, orig-nally granted by the Crown to one John logan, containing fifty acres more or ss; also the other fifty acres of land

with the minister, Rev. J. W. Bartlett His sermon subject was "The Inevipreaching the Easter message in dra- table Resurrection". In the evening natic form In the morning the ser- the choir of the church presented the His Honour the Lieutenant-Governor Murray MacLaren and family attended the morning service.

Salvation Army

ranted to me as an extension in the par thereof, in all one hundred acres, be-ing the same lands and premises on thich the said Edward Brownrigg now Major and Mrs. C. A. Kimmins were in charge of the services of the Salvation Army on Easter Sunday and Together with all and singular the buildings and improvements thereon and the privileges and appurtenances to the same belonging or in any manner apper-Major and Mrs. J. Galway also were

present and spoke. An evangelistic service featured the services at the taining Dated this tenth day of March, A. D., 936.

It pays to advertise in The Daily Assignee and Present Holder of Mortgage Charles R. Barry,

Solicitor, Fredericton, N. B.

also the other fifty acres of land

place when the plaster hardened But the 1936 way looks much icier.

Today Baker uses several lavers of

A nice bit of odd jobbing has just

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of Manners-Sutton

aforesaid

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